



April 18, 2014

TomTom Rider now official navigation device available for EagleRider Motorcycle Rentals and Tours

Burlington, MA and Los Angeles, CA, April 17, 2014 - TomTom (TOM2) has entered into a partnership with EagleRider to rent TomTom Rider devices with all motorcycle or scooter rentals in the U.S.

Beginning April 17, 2014, EagleRider customers will have the ability to rent TomTom Rider, a device built for bikes and packed with motorcycle-friendly features. Bikers will be able to choose the type of route they want to ride; from the fastest; to the most scenic; to their own personalized route while on vacation. TomTom Rider provides customers access to the most up-to-date maps and a Winding Roads feature, which allows bikers to select routes with the most bends for a more memorable and exciting ride.

"As navigation experts, we know that the single most important decision a biker makes is where to ride" said Jocelyn Vigreux, President of TomTom, Inc. "TomTom is pleased to be the official rental and retail navigation device provider for the world's largest motorcycle rental and tour company, marrying TomTom Rider with motorcycle rentals and tours in the United States."

"Whether our customers are looking to tour the Tail of the Dragon in North Carolina, a scenic road off the beaten path, or simply have peace of mind that they're getting to their destination, TomTom Rider navigation devices will give them the added confidence and excitement they need to complete their motorcycle tour," said Shawn Fechter, Vice President of Business Development at EagleRider. "We are pleased to be working officially with TomTom to help our customers make smart decisions and enhance their ride."

The TomTom Rider navigation devices are available in all EagleRider motorcycle rentals, Self-Drive tours, or Guided Tours for an additional \$15/day. To make a reservation, please visit the EagleRider website at www.eaglerider.com. TomTom Rider navigation devices are also available for separate purchase for \$399 at specialty motorcycle dealers across the U.S. Further information regarding can be viewed via www.tomtom.com/tomtom-rider