



February 14, 2013

TomTom launches "TomTom Rider" - a new navigation device for bikers

~ Customised device gives bikers the freedom to choose the way they want to ride ~

Amsterdam, 14 February 2013 – TomTom today introduces TomTom Rider, a new portable navigation device created especially for bikers. Following feedback from the motorcyclist community, TomTom Rider has been designed to give bikers the ability to choose the type of route they want to ride; from the fastest; to the most scenic; to their own personalised route.

Bikers can easily create and then upload their personalised routes direct to their TomTom Rider device. By downloading Tyre® interactive software, bikers can search, create and edit their own routes on a PC. Alternatively, a unique 'Upload Routes and Go' feature enables bikers to upload routes directly to their device and share them with other bikers via Bluetooth®. *"With TomTom Rider, bikers can not only choose where to go, but more importantly how they want to get there,"* said Corinne Vigreux, Managing Director of TomTom Consumer. *"We listened to feedback from motorbike communities to create a device that was customised for the way they want to ride. We found that the overwhelming majority of bikers use their motorcycle for recreational purposes and many actively seek out routes that offer fantastic scenic touring experiences. TomTom Rider gives bikers the ability to find and ride the best scenic routes in the world."*

In addition, TomTom Rider includes a feature that feeds audio instructions directly to the user's helmet via Bluetooth®, meaning riders can fully concentrate on the road ahead. The device also includes the introduction of a new 4.3" glove-friendly screen, which responds instantly to touch and is designed for riding in any weather conditions, including rain or bright sunlight. The device also comes with a new charging bike dock that turns it on or off with the ignition of the bike.

TomTom Rider Key Features:

Winding Roads

TomTom's Windings Roads feature allows bikers to select routes with the most bends for a more exciting ride.

Upload Routes and Go

TomTom's Upload Routes and Go feature enables bikers to upload preferred routes captured online to the TomTom Rider device. These routes can be shared with other riders via Bluetooth®.

PC Route Management via Tyre®

Users can download Tyre® interactive software to search, create and edit routes on a PC before uploading them to the TomTom Rider device. These can then be shared with friends.

All-Weather Device

TomTom Rider has a glove-friendly screen that responds instantly to touch. It is designed for any weather conditions, including bright direct sunlight.

Free Lifetime Maps

TomTom Rider includes free Lifetime Maps. For the life of the product, users can download four or more full updates of the map on the device every year, which includes all updates to the road network, addresses and Points of Interest.

Map Share

Users benefit from free Daily Map Changes from the TomTom Map Share community, which includes dynamic changes such as new speed limits and blocked roads. Map Share helps overcome the more frequent road changes and so avoid delays or detours.

Points of Interest

Via TomTom Rider, users can access the Points of Interest feature to find interesting places to stop en-route, such as restaurants, motels and fuel stations. Personalized Points of Interest can also be added, for future reference.

IQ Routes

TomTom's IQ Routes uses real travel times for each and every road shared by millions of riders, therefore providing the optimum route and arrival time.

Accessories

A range of optional accessories are available for the TomTom Rider personal navigation device, including a car mounting kit; charging bike dock; and a unique anti-theft solution.

For price and availability please visit www.tomtom.com/rider