NEW TOMTOM START SAT NAV SERIES LAUNCHES

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TomTom today announced the launch of three new sat nav devices for the car. Boasting TomTom's latest innovations in address search, routing and guidance, as well as access to the most up-to-date maps, the new TomTom Start range is slim and stylish - created to make people feel they are enjoying a priority driving experience at an affordable price point.

Drivers will welcome the 'average speed limit' information. Measurement of average speed on road networks is on the increase, via SPECS and VECTOR cameras.

According to TomTom's camera database, there are now 325 average speed zones on the UK's roads, compared with 167 zones in 2013 – a 95% increase in three years.

The new Start series includes a feature that will ensure drivers are aware of their average speed for safer driving – by tracking your actual average speed within the zone.

The inclusion of Lifetime Maps* means that drivers don't need to worry about paying for map updates during the lifetime of the product. And people can trust that TomTom's maps are the most accurate available on the market.

TomTom's Advanced Lane Guidance provides drivers with extra clarity when navigating difficult junctions, meaning they don't miss a turn.

Corinne Vigreux, co-founder and Managing Director, TomTom Consumer, said: "We are constantly striving to make more accurate maps, deliver faster and more detailed traffic information, and create smarter routing. This combination is what makes the TomTom driving experience so unique.

"Listening to our customers, we understand the responsibility we have as the most trusted companion to drivers, and with the new TomTom Start series, we're once again honouring that trust and confidence."

The new range also comes with an integrated mount that is reversible, meaning drivers can easily switch between windshield and dashboard mounting.

The TomTom Start 42, 52 and 62 are available with 4.3", 5" and 6" touchscreens, respectively.

The Start 42 and 52 are available now, with prices starting at £109.99 for the Start 42 (with maps of 45 countries in Europe). They will sold in Halfords, Argos, Dixons and Amazon as well as on the TomTom website

The Start 62 will be available in July.

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