Tomtom Launches New Go Devices With Lifetime World Maps And Speed Cameras

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~ Four new TomTom GO sat nav devices introduced ~

TomTom is introducing Lifetime World Maps and Lifetime Speed Cameras[1] to drivers with the launch of new TomTom navigation devices. Lifetime World Maps allows people to drive with maps from around the world at no extra cost, for the lifetime of their TomTom GO device[2]. Lifetime Speed Cameras lets drivers know the locations of all speed cameras – both fixed and mobile, also for the lifetime of the device.

The TomTom GO 510, 610, 5100 and 6100 feature a fully interactive screen to pinch, zoom and swipe – as well as a rich user interface, simplified user interaction, 3D Maps[3] and a Click & Go mount. Drivers can also choose between a 5" or a 6" screen size.

And, to make the daily commute even easier, the new TomTom GO devices even include 'Drive Home' and 'Drive to Work' buttons in the main menu, for faster, simpler navigation.

TomTom GO devices combine real-time traffic information with routing technology, to always offer drivers the fastest route available. TomTom Traffic covers all mapped roads and combines data from millions of data sources, from all over the world, to deliver traffic information so accurate that, with each new update, it can pinpoint the start and end of a traffic jam, precisely, down to 10 metres.

Corinne Vigreux, co-founder and Managing Director, TomTom Consumer says: "With the addition of Lifetime World Maps and Lifetime Speed Cameras to our new TomTom GO devices, we're offering the most comprehensive package to drivers that we've ever launched. Our aim is to help you avoid the jams, getting to your destination faster, wherever in the world you might be."

Lifetime TomTom Traffic is available via a smartphone connection on the TomTom GO 510 and 610. The TomTom GO 5100 and 6100 offer Lifetime TomTom Traffic via a built-in SIM with unlimited data and roaming at no extra cost.

The new TomTom navigation devices are compatible with TomTom MyDrive[4]. For the first time, drivers can use their smartphone, tablet or PC to review real-time traffic information, plan routes, and send destinations to their TomTom GO, before they get in the car. Previously launched TomTom GO devices[5] are also compatible with MyDrive though a simple software update. Find out more about TomTom MyDrive here.

The new TomTom GO devices are now available online from www.tomtom.com and at Halfords and other UK retailers priced from £169.99 (GO 510).

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Notes to editors

TomTom Navigation Software – NavKit

MyDrive and the new TomTom GO devices are built around NavKit. NavKit is TomTom's cross-platform navigation software that powers all navigation products we bring to market. This includes Portable Navigation Devices, in-dash automotive systems, smartphone applications and online applications. NavKit provides advanced routing technology, intuitive destination entry and interactive 2D and 3D map visualisation for more than 125 countries. In repeated independent benchmarks, NavKit-powered products outsmart traffic and get you to your destination faster than any other navigation product.

Find out more here
http://automotive.tomtom.com/en/navigation-software/navkit-tomtoms-navigation-engine

About TomTom

TomTom (TOM2) empowers movement. Every day millions of people around the world depend on TomTom to make smarter decisions. We design and develop innovative products that make it easy for

people to keep moving towards their goals. Best known for being a global leader in navigation and mapping products, TomTom also creates GPS Sport Watches, as well as state-of-the-art fleet management solutions and industry leading location based products.

Our business consists of four customer facing business units: Consumer, Automotive, Licensing and Telematics.

Founded in 1991 and headquartered in Amsterdam, we have 4,000 employees worldwide and sell our products in 46 countries.

[1] Lifetime TomTom Traffic, World Maps and Speed Cameras: Receive TomTom Traffic, Speed Cameras and download 4 or more full updates of any installed map every year, for the life of your product. You need a PC with an Internet Connection and a MyTomTom account to download new maps and updates. For more information, visit tomtom.com/lifetime

[2] Lifetime World Maps allows the user to replace any installed map with any available TomTom map for the lifetime of the device

[3] 3D Maps are not available everywhere

[4] MyDrive is available via www.mydrive.tomtom.com on PCs and laptops and via apps on iOS and Android™ devices on the Apple App Store and Google Play™.

[5] Supported TomTom GO models include: GO 40/50/60/400/500/510/600/610/5000/5100/6000/6100

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