

TomTom to support National Family Week 2009

Submitted by: Starfish Communications

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TomTom, the world's leading portable navigation solutions provider, is supporting National Family Week (25-31 May 2009) and has joined forces with Enjoy England to help families around the UK to save time and money, and reduce stress, as well as helping them to find new places to explore this summer.

According to new research from VisitEngland*, around five million people are considering a holiday at home this year rather than going abroad. TomTom has teamed up with Enjoy England, the national tourist body's consumer-facing brand, to offer families the chance to download a complete set of family-friendly 'Points of Interest' (POIs) for their TomTom navigation device - completely free of charge - enabling them to visit venues and attractions around the country that they may never have considered before.

With more than 17,000 quality-assessed places of accommodation, plus 5,000+ attractions around England, families can enjoy their holidays without the worry of knowing where to take the children to keep them entertained, or where to find a great hotel or restaurant - and without the arguments associated with reading a map or asking for directions! The POIs include a huge range of attractions from beaches and theme parks to campsites and wildlife centres. The POIs are available at: www.enjoyengland.com/tomtom

Damian Woodward, sales and marketing manager, TomTom, said, "Sat nav is an essential aid to driving that can save a family time, fuel and money, as well as making the driving environment safer and less stressful for everyone - whether travelling to school, driving to work, visiting relatives or driving on a family holiday. We are pleased to support National Family Week and help families explore new places around England, while also participating in some of the family-oriented activities as part of this special initiative."

As part of the National Family Week activities, TomTom will also be taking part in a Guinness World Record picnic attempt on Monday 25 May 2009. Thousands of families around the UK will join in the fun on this Bank Holiday. Anyone interested in taking part in a National Family Week Picnic event can find out more at: <http://www.nationalfamilyweek.co.uk>

Saving time, money and stress with TomTom navigation**

Driving with a navigation device has been proven to:

- Reduce driver stress - 74% of drivers feel less stressed when driving with a sat nav
- Save time and money - drivers can save up to 2,000 miles and 60 hours in the car per annum
- Enhance safety - the risk of accidents is 12% lower when driving with a sat nav

** Based on research commissioned on behalf of TomTom in 2007 and 2008

Notes to Editors:

TomTom is an official 'Friend of National Family Week 2009'. National Family Week takes place from 25th

to 31st May 2009, and is a Government-backed initiative organised by Henley Media Group. More information at www.nationalfamilyweek.co.uk.

* The VisitEngland research surveyed more than 1,000 UK residents and was completed in March 2009 in relation to the credit crunch and its affect on inbound and outbound tourism from the UK. The research showed that, whilst some 90% of the population are cutting back on their overall spend, a holiday is seen as a necessity rather than a luxury, but in an effort to save money, one in five of those who took an overseas holiday last year have said that they would consider switching to the UK this year.

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