

# TomTom brings LIVE Services to mid-range satellite navigation devices

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20 May 2009 - Following the success of LIVE Services on the premium TomTom GO range, TomTom today announces the next step in connected navigation: the TomTom XL LIVE. This product enables LIVE Services to be used in multiple countries\* with no hidden costs or extra fees for drivers when travelling abroad.

For the first time, the TomTom XL LIVE will bring LIVE Services, previously only available on the TomTom GO x40 LIVE series, to the mass market with a price point of £249.99†. In addition, TomTom will extend the use of LIVE Services to all 'LIVE' countries while keeping the current monthly subscription fee of £7.99 per month.

“Imagine a stress-free, safe and enjoyable journey as you drive abroad this summer, with the most detailed and up-to-date traffic information and the best routing information delivered directly to your car - for a flat fee,” said Corinne Vigreux, managing director TomTom. “With the new TomTom XL LIVE, we have developed a revolutionary approach to bringing unrivalled quality and truly connected navigation to the mass market at an affordable price. In addition to this, it will enable frequent drivers to save money and time.”

## Overview of TomTom LIVE Services

The TomTom XL LIVE has plug and play connectivity built in, and comes with a number of valuable information services for motorists:

- TomTom High Definition Traffic™: for the most detailed and up-to-date real-time traffic information en route, now available for the first time abroad across the UK, Germany, France and Switzerland and the Netherlands.
- TomTom Safety Alerts: including real-time safety camera reporting and sharing, meaning users can keep each other informed about mobile safety cameras.
- TomTom Fuel Prices: up-to-date fuel price information guides users to the cheapest fuel stations along routes or in their area.
- Online Local Search with Google: turns search results into a destination at the press of a button, giving users access to millions of locations and delivering search results that are always up to date.

The TomTom XL LIVE also features TomTom's IQ Routes™ technology. Depending on the time of the week or hour of the day drivers set off, IQ Routes calculates the most efficient route for that moment derived from years of gathering anonymous historic speed measurements. The combination of TomTom IQ Routes and HD Traffic delivers unbeatable route guidance. If the real-time traffic information differs from what would be expected, based on historical speed profiles, the device automatically takes this into account. This means it continuously evaluates faster alternative routes.

The TomTom XL LIVE includes maps of 42 European countries.\*\*

Also included is a free three month trial of LIVE Services. After this, users can register for a monthly, flat fee subscription of £7.99. Alternatively, users can select a pre-paid subscription for six months (£47.99) or 12 months (£79.99) available via [www.tomtom.com](http://www.tomtom.com), TomTom HOME or in selected stores.

#### Compatibility for TomTom GO x40 LIVE customers

Current TomTom GO x40 LIVE customers will receive a free, automatic upgrade by the end of 2009, which will enable them to use their LIVE Services in all LIVE countries (UK, France, Germany, Switzerland and the Netherlands).

#### Availability and pricing

The TomTom XL LIVE Europe 42 is expected to be available in stores in June 2009. The suggested retail price is £249.99†. For more information, please visit: [www.tomtom.com](http://www.tomtom.com)

#### Notes to Editors:

† Prices are set by retailers and may vary.

\*LIVE Services are available in the UK, Germany, France, the Netherlands and Switzerland.

\*\*Andorra, Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Gibraltar, Hungary, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Monaco, Norway, Poland, Portugal, the Republic of Ireland, San Marino, Slovakia, Slovenia, Spain, Sweden, Switzerland, the Netherlands, the UK and the Vatican City. Also including the connecting roads of Albania, Belarus, Bosnia-Herzegovina, Macedonia, Moldavia, Montenegro, Romania, Serbia, Ukraine and the Russian Federation.  
NOTE: LIVE Services are available only in the UK, Germany, France, the Netherlands and Switzerland.

For further information and product samples, please contact:

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