

Widget brings the TomTom Urban Rider to the UK market.

Submitted by: Widget UK

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Widget UK Ltd (<http://www.widget.co.uk>), the consumer electronics distributor, announces the availability of the TomTom Urban Rider (http://www.tomtom.com/en_gb/products/bike-navigation/urban-rider-regional/) – a personal navigation device for two-wheel riders everywhere.

"As TomTom's first distributor in the UK, we brought the benefits of personal navigation devices to this country," said Widget's Sales Director Bart Hoorntje. "With TomTom Urban Rider, we're continuing our policy of bringing the full range of TomTom products to our customers."

The Urban Rider has a glove-friendly, intuitive screen and simplified user interface, but also ensures riders have the smartest navigation with innovative TomTom features like advanced lane guidance and IQ Routes™ – all from just £249.

The most noticeable feature is the simplified menu, which has just two buttons – 'Navigate to' and 'Browse map'. This lets users get going without any hassle, and is made even easier to use thanks to the glove-friendly screen with its larger icons – perfect for gloved hands.

When it comes to safety, a welcome addition to the Rider products is advanced lane guidance. On the most difficult highway intersections, this provides a realistic 3D representation of the junction to keep users relaxed and safe.

For even better routing, meanwhile, TomTom Urban Rider (http://www.tomtom.com/en_gb/products/bike-navigation/urban-rider-regional/) features IQ Routes. This innovative TomTom technology uses actual speed data collected from millions of users to calculate the fastest route for any hour of any day.

And to help customers keep their map up to date between map releases, TomTom Urban Rider features Map Share™ technology. This lets them make corrections to their map and benefit from thousands of corrections made by TomTom users every day – free of charge.

"This product makes navigation truly accessible to all users of a powered two-wheeler," added Damian Woodward, VP sales & marketing at TomTom. "Whether you use your bike for the daily commute or for long rides on the open road at the weekend, it's everything you'll need in a great value package."

For the serious riders out there, TomTom is also releasing TomTom Rider Pro. This comes with a Bluetooth® headset in the box, for loud and clear voice instructions and for making and receiving phone calls when on the road.

TomTom Urban Rider is available immediately, priced at £249.99 for UK/Republic of Ireland maps and £299.99 for European maps. For more information and to buy, visit www.widget.co.uk (<http://www.widget.co.uk>)

About Widget

Widget UK Ltd (<http://www.widget.co.uk>) distributes a tightly focussed range of satellite navigation, networking and video products, for manufacturers such as Cisco Systems and TomTom (<http://www.widget.co.uk/ourVendors.aspx>). Widget UK Ltd (<http://www.widget.co.uk>) sells only to trade, and not directly to the public. Its customers are UK retailers and resellers including Staples, DSGi, Maplin, Comet, Amazon.co.uk, Dabs.com, Play.com, QVC, Ideal Shopping Direct, Computacenter and SCC.

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