



Bigger is better with TomTom's new 6" screen

~ TomTom's biggest screen yet on new Via 620 means easier, safer driving ~

Auckland, 29 June 2012 – TomTom today takes navigation one step further, proving that size does matter with the launch of its biggest GPS screen yet – on the Via 620.

With **an extra-large 6-inch screen** – bigger than that of any other TomTom device on the market – the Via 620 also features sharper screen clarity as well as bigger menus and buttons, helping drivers enjoy a clearer, easier and safer navigation experience.

"The Via 620 is big in a clever way. We haven't simply stretched the units. We've changed proportions and designed the Via 620 with safety top of mind. The increased pixels, screen size and buttons make your journey easier," said Chris Kearney, Vice President TomTom Asia Pacific.

"At TomTom, we're all about helping drivers enjoy the journey. That means making travel as stress-free as possible. For drivers – particularly those with SUVs and other large vehicles – the Via 620 is practical, clear and easy to use so that they'll always be confident on the road."

The Via 620's new dual-mounting system gives drivers the flexibility to mount the device on either the dashboard or the windscreen. Drivers can also enjoy other key features including TomTom's Advanced Lane Guidance to make their driving experience even safer.



Via 620

"We know that the most important thing to Kiwi drivers using a personal navigation device is that the instructions are clear. This has been a huge focus for TomTom in the design of all of our new products – from providing Advanced Lane Guidance and spoken street names to now launching the Via 620, which features our biggest and sharpest screen yet. It's clearly the next big thing when it comes to GPS devices," concluded Kearney.

The TomTom Via 620 also offers **lifetime free daily map changes** and comes **loaded with the most recent maps of New Zealand and Australia**. Daily updates are based on reports from TomTom's Map Share community of 21 million, and help drivers to deal with frequent road changes such as new speed limits and blocked roads. The Via 620 has a RRP of \$329 and is available at leading retailers or visit www.tomtom.com

Notes for editors

New to the TomTom Via 620:

- **6" Touch Screen**
The sharp, extra-large screen displays instructions more clearly than ever before. And bigger menus and buttons make input even simpler.
- **Dual-mounting system**
The TomTom Via 620 can be mounted in a safe and convenient place, either on windscreen or dashboard.
- **High Resolution Widescreen**
Provides superb screen clarity.

Other features of the TomTom Via 620 include:

- **Advanced Lane Guidance**
Gives drivers extra clarity when navigating difficult junctions.
- **Improved IQ Routes**
Uses real travel times shared by millions of drivers to get the best routes and arrival times at every time of day.
- **TomTom Map Share**
Gives drivers free daily map changes from the TomTom Map Share Community.
- **Three Year Bonus Map Updates**
Drivers will receive 12 New Zealand map updates over three years (one per quarter)
- **Australian Map**
The Via 620 is pre-loaded with a map of Australia.
- **Spoken street names**
Makes upcoming turns even clearer.
- **Parking assist**
Helps drivers find parking near their destination or en route.
- **Frequent destinations**
Allows drivers to save their most frequent destinations, for an even easier and quicker journey to the places they visit most often.

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About TomTom

Founded in 1991, TomTom (AEX:TOM2) is the world's leading supplier of in-car location and navigation products and services focused on providing all drivers with the world's best navigation experience. Headquartered in Amsterdam, TomTom has 3,500 employees and sells its products in over 40 countries.

Our products include portable navigation devices, in-dash infotainment systems, fleet management solutions, maps and real-time services, including the award winning TomTom HD Traffic.

For the world's most up-to-date route planner, including live traffic information, go to www.tomtom.com/livetraffic

For further information, please visit www.tomtom.com

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