Perfectly engineered;
NEW TomTom GO, the ultimate car navigator.

34841 Milan_Brochure UK-EN.indd 1 20.06.2007 12:42:48 Uhr

The ultimate car navigator

34841 Milan_Brochure UK-EN.indd 2 20.06.2007 12:43:20 Uhr

Elegant, slim, pocketable design.
Fits perfectly in your car and in your pocket.

TomTom announces a new era in car navigation: the GO 520 & 720. It takes everything that has made TomTom the world leader in portable navigation and builds on it. Perfectly engineered, and with a range of enhancements to every aspect of your navigation experience:

- TomTom's legendary ease of use, made even easier
- A navigation performance that sets new industry standards with best-in-class GPS reception, best maps, unique TomTom Map Share™ updates and much more
- A focus throughout on safety
- Smart and fun extras

34841 Milan_Brochure UK-EN.indd 3 20.06.2007 12:43:20 Uhr

The smartest navigator is also the easiest

TomTom has a reputation for the most user-friendly and efficient navigation devices. And the GO 520 & 720 are no exception.
A range of useful and also fun new features all benefit from the latest version of an award-winning intuitive user interface that makes the smartest TomTom technology easy to use.

- Easier on the eye: a **4.3" widescreen** improves your view of where you are, and makes entering instructions easier and quicker
- Better communicator: **text-to-speech** means your device can announce street names, as well as sms and traffic messages. Giving you easier guidance and allowing you to focus better on the road ahead
- Better listener: **speech recognition** lets you tell your device where to go, instead of typing it on the screen
- Better view day and night: light sensor gives **automatic brightness control**

34841 Milan_Brochure UK-EN.indd 4 20.06.2007 12:43:32 Uhr

Easy voice address input.

Speech Recognition:
Speaking an address, to tell your device where to take you, is much easier than typing. TomTom GO 520 & 720 understand the pronunciation of city and street names.
You can also answer questions while driving, so you can keep your eyes on the road with the combination of text-to-speech and speech recognition technology. For example:

Your GO 520 or 720 asks:

- "Traffic delay now 12 minutes; shall I try to optimize?"
- "A new text message was received; shall I read it aloud?"
  and you just reply "Yes" or "No"

34841 Milan_Brochure UK-EN.indd 5 20.06.2007 12:43:38 Uhr

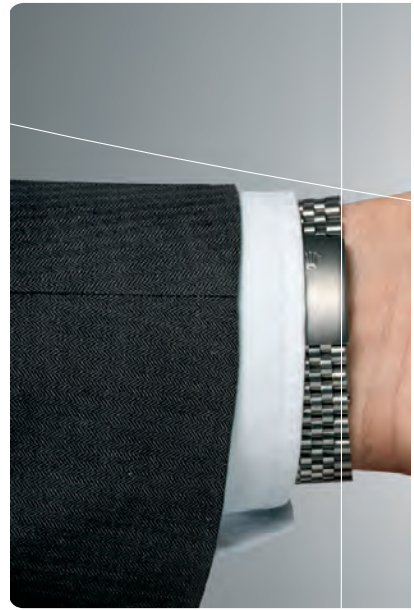
Best Navigation

At the heart of the TomTom GO 520 & 720 is its navigation performance:

- High sensitivity GPS chipset gives you the **best positioning**
- **Industry-leading route calculation** takes you there the best possible way
- Should you deviate from your planned route, **fast route re-calculation** adjusts to your new location instantly
- And when you first turn on, TomTom QuickGPSfix™ technology[1] is best at finding the GPS satellites, to give you **even quicker start-up**

Navigation innovations include:

- See where you are: **Building footprints**, for a more realistic representation of your surroundings
- Hear where you are: **text-to-speech** means your device announces street names, for even easier identification of your turn



34841 Milan_Brochure UK-EN.indd 6

Points of Interest that tell you more.

The GO 520 & 720 give you access to literally thousands of Points of Interest - fuel stations, parking, restaurants, cash machines and lots more. Many now come ready for Rich Content[1] - extra information on your destination or stop, such as overview maps, pictures, descriptions and phone numbers.

Now you can find a restaurant you like while you're still on the open road. (And with hands-free calling - see page 14 - you can even phone to reserve a table.)

[1] downloadable free via the "TomTom HOME" software at www.tomtom.com/home.

34841 Milan_Brochure UK-EN.indd 7 20.06.2007 12:43:43 Uhr

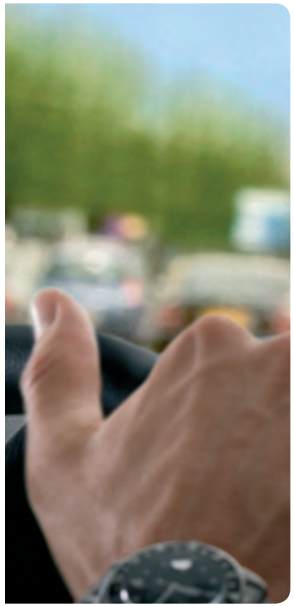
Best maps

Today's best maps. And tomorrow's.
TomTom GO 520 & 720 come with the latest and most complete maps pre-installed, for accurate, door-to-door navigation.
GO 520 includes maps of the United Kingdom & Republic of Ireland; GO 720 covers Western Europe.

And because roads change and traffic systems alter, we've made keeping your GO 520 & 720 future-proof easy and affordable. Map updates and free software upgrades come via TomTom HOME, our free desktop software that connects your computer to your device and to the online TomTom services. Helping you get the most out of your TomTom.

TomTom GO 520 & 720 also comes complete with our ground-breaking **TomTom Map Share™ Technology**, ensuring you always have the most accurate and up-to-date maps at your fingertips.

34841 Milan_Brochure UK-EN.indd 8 20.06.2007 12:43:46 Uhr



Instant map updates via TomTom Map Share™

TomTom Map Share™ is technology unique to TomTom which enables you to add to, update and personalise your maps instantly. It also lets you share and benefit from fellow users' changes - daily, automatically and easily via TomTom HOME. And even better, TomTom has the world's largest satellite navigation community that can contribute and exchange all their changes amongst each other. Making the best maps available for all of them. TomTom Map Share™ means TomTom drivers can always have the most up-to-date maps at their fingertips.

Choose the changes you want - for example, choose only those submitted by many users, or only those checked and approved by TomTom.

Have the inside local knowledge, wherever you go.

34841 Milan_Brochure UK-EN.indd 9 20.06.2007 12:43:48 Uhr

Safe & efficient driving

Efficient traffic avoidance

Improve your routefinding with traffic info. TomTom GO 520/720 will calculate the effect of traffic and suggest alternative routes:

- A choice of alternative routes to suit your preference: Quickest route, Avoid any traffic congestion, Stay on same route, etc.
- Pre-program a regular route, such as "Home-Work", for a quick-&-easy traffic check each time
- A clear overview of the traffic situation, integrated seamlessly into your navigation view via the improved traffic bar

TomTom's Traffic service[2]. Combines traffic information from several top quality providers. TomTom uses the most reliable, accurate and real-time traffic information available. It sends this information to your TomTom device, via your Bluetooth® mobile phone, whenever you want. TomTom GO will even give you notice of adverse weather conditions for the route ahead.

[2] Not available in all countries. A data-enabled Bluetooth® mobile phone is required. Check your network operator for any data charges. Check www.tomtom.com for more information.

34841 Milan_Brochure UK-EN.indd 11 20.06.2007 12:43:54 Uhr

34841 Milan_Brochure UK-EN.indd 13 20.06.2007 12:43:54 Uhr

Hands-free calling. Safer and simpler

Hands-free calling, via Bluetooth®, lets you take a call with just a tap of the screen, or with speech recognition just by saying "yes". So you can keep hands on the wheel and eyes on the road.

With optimized acoustic design, enhanced noise reduction, echo cancellation technology and the new high performance speaker the GO 520 & 720 give you the best hands-free calling experience, comparable with Bluetooth® hands free car kits.

We take your safety as seriously as you do
Technological innovation and smart design combine to make TomTom GO 520 & 720 best in class for driver safety.

Clear visual and spoken instructions in your chosen language mean that following navigation directions is a calm and relaxing experience.

Plus, a range of features make it easier to concentrate on the road ahead:

- Shortcuts, to access main functions quickly if necessary when driving
- The ability to hide unwanted map detail when driving above a selected speed. So on motorways, for example, you can just see your road and your exits, not the maps of the towns you're passing
- Safety settings, so you can decide the features you need for driving
- Automatic re-routing, so you don't need to reprogram your device while driving
- The high quality, hands-free car kit makes dealing with phone calls easier and safer

34841 Milan_Brochure UK-EN.indd 14 20.06.2007 12:43:55 Uhr

- No changing CDs, the on-board MP3 Player can play your music collection wirelessly through your car's audio system
- Hear every word: the MP3 Player goes quiet during navigation instructions and hands-free phone calls

Choose which options you want to help you drive safely:

- display of current speed limit
- speeding warnings
- recommended driving breaks
- warnings of schools or places of worship
- unpaved road warnings and more

And in cases of emergency, the new 'Help me!' menu gives you direct access to safety and road assistance information, such as the phone number and route description to the nearest police station or hospital.

'Help me!' menu: Phone for help

- Need to phone for Road Assistance?

- Need medical information?

Proven: your TomTom makes you drive safer
No surprise, then, that recent independent research shows that if you use a TomTom navigator you're more alert, less stressed and have fewer accidents.
For more on this research, go to www.tomtom.com/safety