

Get on the road with the new Wi-Fi® enabled TomTom VIA 53**TomTom makes Wi-Fi® updates more accessible to sat nav users**

Amsterdam, 9 May 2017 - TomTom ([TOM2](#)) today is launching the new TomTom VIA 53, offering drivers connected navigation with Wi-Fi® updates and smartphone notifications at an attractive price point.

The TomTom VIA 53 comes with built-in Wi-Fi®, so drivers no longer need to connect to a computer to get latest maps and software updates. By connecting your smartphone, the new TomTom VIA 53 reads aloud smartphone notifications from SMS and iMessage and offers voice activation compatibility with Siri and Google Now™. The new TomTom VIA 53 has been designed for high-quality, hands-free calls for drivers to stay connected.

“We are excited to be bringing Wi-Fi® to our mid-range products, making it easier for our customers to get the latest updates and keep them moving. The new TomTom VIA 53 is packed full with innovative features. We are helping drivers to stay connected to their smartphone while limiting the distraction from it when in the car. We want to help make journeys safer,” says Corinne Vigreux, co-founder and managing director, TomTom Consumer.

Available in 5” touchscreen, the new TomTom VIA 53 comes with Lifetime [\[1\]](#) TomTom Traffic and Lifetime Map updates.

The new TomTom VIA 53 will be available in stores in selected countries [\[2\]](#) from 9 May 2017, from €199,95 [\[3\]](#). More information can be found on www.tomtom.com/tomtom-via-53.

[1] Lifetime is the useful life of the device, which means the period of time that TomTom continues to support your device with software updates, services, content or accessories. A device will have reached the end of its life when none of these are available any more. The useful life of the smartphone app means the period of time that TomTom continues to support the app with updates.

[2] The device in the US market is called GO 52

[3] Prices quoted in this release are the prices offered on tomtom.com