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TomTom Sports and EuropeActive join forces

Technology and fitness leaders unite to get more Europeans going



FIBO, Cologne, 5th April 2017 – Today TomTom Sports and EuropeActive announce their new collaboration. They are joining forces to advance the use of innovative products, such as wearables and companion mobile apps, to ultimately encourage people to move by making physical exercise more fun and rewarding.

TomTom Sports brings innovative fitness technology and a passion to help people lead a fitter lifestyle. EuropeActive is a leading not-for-profit organisation and unique voice representing the whole of the European health and fitness sector.

A first step in this collaboration takes place at FIBO, a leading international trade fair for fitness, wellness and health, with TomTom Sports participating in the European Health & Fitness Forum. At FIBO the organizations are launching an affiliate programme inviting personal trainers across Europe to join them on their mission. Additional projects within the collaboration will revolve around innovation, education, knowledge sharing, networking and research*.

“We are delighted to announce our collaboration with EuropeActive today”, said Corinne Vigreux, Co-Founder and Managing Director of TomTom Consumer. “We have a common goal. Across Europe people increasingly choose to live fitter, healthier lives. They start exercising but often lose motivation after a few months. That’s where we can have a real impact. At TomTom Sports, we are bringing insights and motivation to millions of fitness enthusiasts. With this new collaboration we will find entirely new ways in which we motivate people to get going.”

Nathalie Smeeman, CEO EuropeActive, said “It is an honour to announce that EuropeActive is joining forces with TomTom Sports. The collaboration with TomTom Sports brings leading technology and innovation to the fitness sector making it possible to target a new group of people with wearable technology and ultimately get more people, more active, more often.”

*EuropeActive facilitates and supports market and scientific research to improve the quality of knowledge and evidence about the fitness sector. EuropeActive and TomTom will conduct detailed research amongst exercise professionals in Europe to better understand how wearables now and in the future can play a role in the further development of the industry.

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