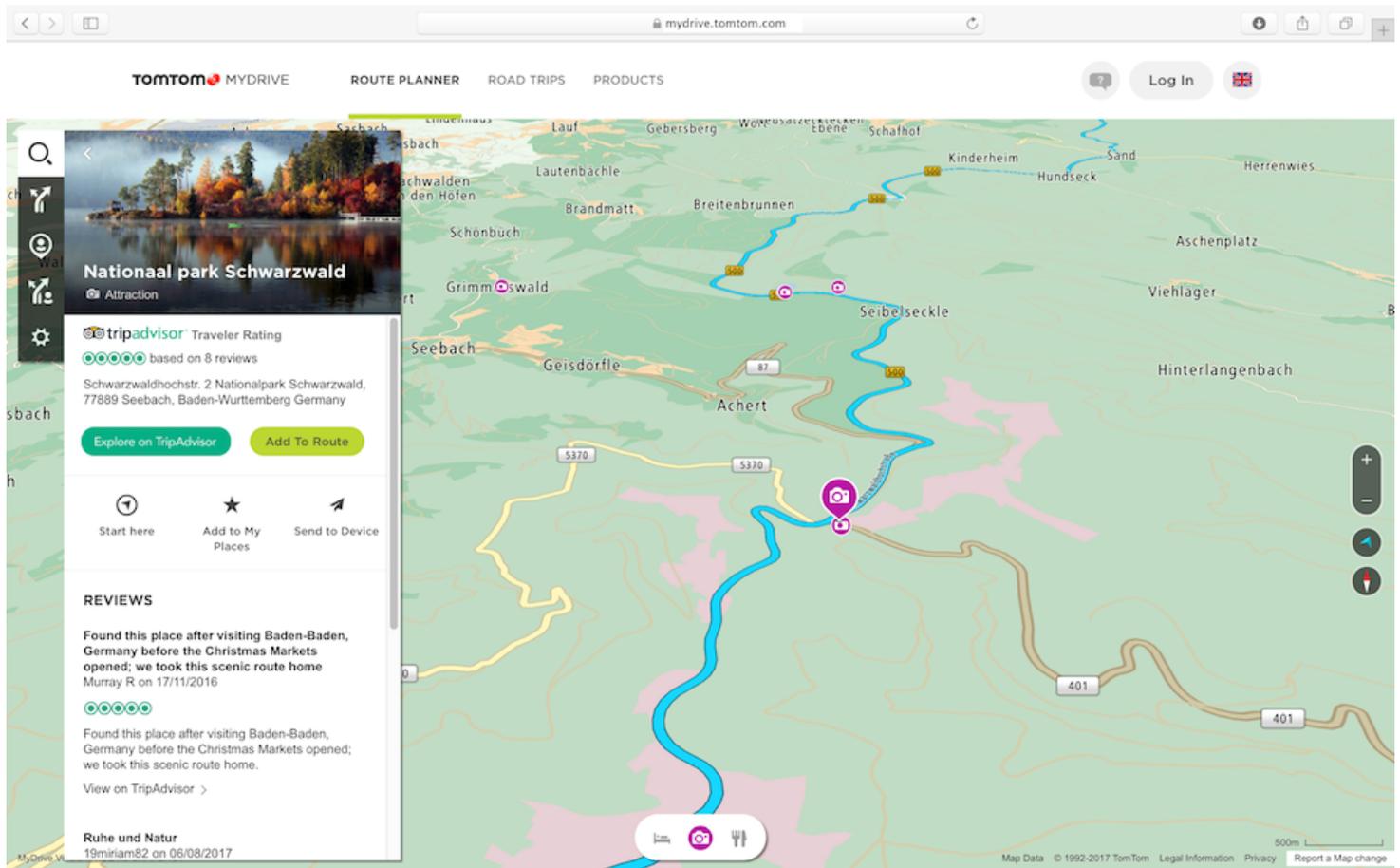


Plan and personalise the ultimate TomTom road trip with TripAdvisor

With 100 breathtaking TomTom Road Trips to choose from, there has never been a better time to hit the road



IFA, Berlin – August 31, 2017 TomTom ([TOM2](#)) today announces exciting new additions to TomTom Road Trips, the free platform which lets travelers discover the world's best road trips. Now with hundred routes to discover, drivers will also be able to find and book the best places to eat and stay courtesy of a collaboration with TripAdvisor, as of October.

The cooperation with TripAdvisor will make planning and going on a TomTom Road Trip even more enjoyable. As well as enabling users to view and book top rated places to eat and stay, it will allow drivers to research exciting activities to do along the way and see additional information about those stops. Using MyDrive, TomTom's existing online route planner, drivers can add those stops or even just drag the route to include a particular road they want to drive. Users can then save and sync all their pre-planned routes instantly to their MyDrive compatible* TomTom navigation device before they set off.

Corinne Vigreux, co-founder and managing director TomTom Consumer said "We are really excited to be announcing our collaboration with TripAdvisor today because we know they form an important part of the planning stages of any trip. TomTom Road Trips offers a solution to those drivers who enjoy taking the most scenic route to their destination and now they can do it while making sure they are staying and eating in the best places as well as enjoying new experiences."

Further improvements to the TomTom Road Trips experience will allow drivers to personalise routes. In addition to adding a description, they will also be able to add photos when sharing with others.

TomTom Road Trips, just launched in June of this year, has already attracted over hundreds of thousands visits from drivers looking for inspiring road trips.

From October, buyers of newly purchased selected devices^[1] will be able to get all routes installed after registering their device. To find out more about the routes, please visit roadtrips.tomtom.com.

*The list of MyDrive compatible products and categories can be found here:

http://uk.support.tomtom.com/app/answers/detail/a_id/19639

ENDS

[1] Applicable for TomTom VIA 53 and all TomTom GO devices