

Discover your next adventure with the new TomTom RIDER

Enjoy stunning routes made for motorbikes and focus on the exhilaration of the ride



Amsterdam, 12 April 2017 – The TomTom RIDER motorcycle sat navs have just had a complete overhaul and upgrade with the new TomTom RIDER range, the TomTom RIDER 42, 420 and the 450 which leads as the flagship device. The new range lets bikers discover the most exhilarating new routes for all their journeys. On top of that the TomTom RIDER sat navs now include preloaded routes and biker specific points of interests, turning it into a biker's best travel companion. The entire TomTom RIDER range has been upgraded with a touch sensitive screen that adapts to light and heavy gloves, for easy use no matter the weather conditions.

More routes, more adventure

Motorcyclists can now get on the road with some of the world's best curated routes preinstalled on the TomTom RIDER 450. These 150 routes, curated by MotoPlus, Adventure Bike RIDER, Tourenfahrer and others come together with lifetime [\[1\]](#) world maps, live traffic and speed camera alerts [\[2\]](#) – to ultimately make for safer riding. By tapping the screen, nearby biker friendly points of interest can be found easily. These include biker meeting points, restaurants and hotels, even biker museums - everything a RIDER needs for the perfect tour.

Exciting roads

Corinne Vigreux, co-founder and managing director TomTom Consumer said: "Customer feedback tells us that motorcyclists always want to find sensational and exciting trips. Our preinstalled routes will certainly help to create a memorable experience. RIDERS can even pick the degree of climbing or cornering they want on their route – ideal if you need an easy rest day or if you're feeling ready for a rewarding challenge."

Availability

The refreshed TomTom RIDER sat navs will be available in Europe from 25 April. The TomTom RIDER 42 and TomTom RIDER 420 will be available in consumer electronics stores for the respective prices of €349 and €399³. The refreshed TomTom RIDER 450 and RIDER 450 Premium Pack will be available in specialist stores for the respective prices of €399 and €499^[3].

ENDS

[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] - Lifetime Speed Cameras: Receive Speed Camera Updates for the useful life of your product. In France, users receive danger zones updates for the useful life of the product. The Speed Camera service is not available while driving within the territory of Switzerland, it is available while driving in other European countries. For more information, visit tomtom.com/lifetime.

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