



April 20, 2017

TomTom and Basic-Fit collaborate to help people enjoy an active lifestyle



Amsterdam/Hoofddorp, 5 April 2017 – TomTom ([TOM2](#)) is announcing a partnership with Basic-Fit ([BFIT](#)), Europe's leading fitness chain. With this collaboration, TomTom Sports is giving a boost to its 'Get Going' campaign, which encourages people to become and remain active. TomTom and Basic-Fit both believe that getting and staying fit is all about a combination of an active lifestyle and good nutrition. Using sport wearables can provide additional insight into your progress, and have a motivating and coaching effect. The collaboration will initially begin with a pilot in the Netherlands and Belgium.

Basic-Fit currently has 419 fitness clubs in 5 countries, and more than 1.2 million members. To keep those members active and motivated, it was decided to join forces with TomTom. Employees and personal trainers will use TomTom sport wearables so they can give their customers even better advice. With the help of TomTom Sports products, Basic-Fit members will have the chance to get more insight into their performances and reach their goals quicker via the new TomTom Sports app.

"I'm really pleased with the cooperation between TomTom and Basic-Fit, because together we can help over a million members achieve a healthy lifestyle," says Lars Guns, VP Sales & Marketing Benelux at TomTom. "We want to help Basic-Fit members reach their goals, no matter how ambitious or modest they may be. For us, it's also a great opportunity to inspire them to 'get going'."

"Basic-Fit believes in the power of collaboration," explains Marcel Boots, Innovation & Corporate Development Director at Basic-Fit. "The sport wearables from TomTom can help our personal trainers provide members with broader advice around the areas of fitness and health, including outside the gym. Using our expertise, we can keep them engaged and motivated."

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