

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

**Amsterdam/Hoofddorp, 20 April 2017** – TomTom ([TOM2](#)) is announcing a collaboration 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 members achieve an active 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, including outside the gym. Using our expertise, we can keep them engaged and motivated."

**-END-**

### **About TomTom**

TomTom empowers movement. Every day millions of people around the world depend on TomTom to make smarter decisions. We design and develop innovative products that make it easy for people to keep moving towards their goals. Our map-based components include map content, online map-based services, real-time traffic and navigation software. Our consumer products include PNDs, navigation apps and sports watches. Our main business products are custom in-dash navigation systems and a fleet management system, which is offered to fleet owners as an online service with integrated in-vehicle cellular devices. Our business consists of four customer facing business units: Automotive, Licensing, Telematics and Consumer.

Founded in 1991 and headquartered in Amsterdam, we have more than 4,700 employees worldwide. For further information, please visit [www.tomtom.com](http://www.tomtom.com)

**About Basic-Fit**

With 419 clubs, Basic-Fit is the largest fitness operator in Europe. We operate in five countries and in our clubs, more than 1.2 million members can work on improving their health and fitness. Basic-Fit operates a straightforward membership model and offers a high-quality, value-for-money fitness experience that appeals to the fitness needs of all active people who care about their personal health and fitness. A typical subscription costs €19.99 and gives people access to all our clubs in Europe and a pass which can be shared with family members.