



TomTom adds RDS/TMC Traffic Receiver to its new TomTom GO product range

~ TomTom further expands traffic information offering to its users ~

CeBIT, 9 March 2006 – TomTom, the leading navigation solution provider, today announced the addition of the TomTom RDS/TMC Traffic Receiver to the list of available accessories for TomTom users. Providing free traffic information via radio signals, the RDS/TMC Traffic receiver receives and decodes traffic information for the TomTom GO, ensuring customers can travel from A to B with ease.

"With the addition of the RDS/TMC Traffic Receiver to our accessories range, we are continuing to ensure that we provide our customers with the latest solutions to find their way easily", said Harold Goddijn, TomTom's chief executive officer. "This service ensures TomTom users now have even more choice in the TomTom services they chose to use. By offering the existing TomTom PLUS service Traffic via wireless data connection and the new TomTom RDS/TMC Traffic receiver, TomTom continues to provide customers with the most accurate and current traffic information available, in a cost effective way."

With the new TomTom GO range (910/710/510) and a one-off payment for the TomTom RDS/TMC Traffic Receiver, users can avoid congestion and prevent wasting time queuing in traffic. In addition the TomTom RDS/TMC Traffic Receiver provides TomTom users with alternative routes if delays occur, which ensures limited delays to any journey.

The TomTom RDS/TMC Traffic Receiver works by using TMC signals that are received through a normal FM radio antenna and broadcast free of charge by national or regional providers. By simply connecting the new TomTom GO device to the RDS/TMC Traffic Receiver, users will automatically receive traffic information via the TMC connection. Once a journey is planned, traffic alerts which relate to the route are clearly displayed in the traffic bar on the right hand side of the screen. When the user taps an icon shown in the traffic bar, they receive further information, such as the cause or kind of delay to traffic, such as an accident or traffic jam.

TomTom PLUS Traffic

TomTom continues to provide users with its certified and controlled European-wide TomTom Traffic service, including real-time traffic alerts and the option to plan journeys to avoid traffic hotspots. In addition, the TomTom PLUS Traffic service provides up to date information on weather and road conditions. TomTom Traffic is a subscription based service that can be obtained via wireless data connection (GPRS, UMTS etc.) It requires no hardware.

Pricing and Availability

TomTom RDS/TMC Traffic Receiver is available for the new TomTom GO range for 99 euro from major retailers and the TomTom website (www.tomtom.com).

-ENDS-

Note to Editors

RDS/TMC is available in most European countries. For more information about availability please see www.tomtom.com

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About TomTom

TomTom NV is a leading provider of personal navigation products and services. TomTom's products are developed with an emphasis on innovation, quality, ease of use and value. TomTom's products include all-in-one navigation devices which enable customers to navigate right out of the box; these are the award-winning TomTom GO family, the TomTom ONE and the TomTom RIDER. TomTom also provides navigation software products which integrate with third party devices; the TomTom NAVIGATOR software for PDA's and TomTom MOBILE navigation software for smart phones. TomTom PLUS, is the location-based content and services offering for TomTom's navigation products. TomTom WORK combines industry leading communication and smart navigation technology with leading edge tracking and tracing expertise. TomTom was founded in 1991 in Amsterdam and has offices in the Netherlands, the United Kingdom, Germany, France, Italy, the United States of America, China and Taiwan. TomTom's products are sold through a network of leading retailers in 20 countries and online.