



## **TomTom and Vodafone Germany Sign Agreement To Bring the World's Most Advanced Traffic Information Service to Germany**

**Munich, Germany, 14. January 2008** - TomTom, the world's largest navigation solutions provider, today announces that it will be exclusively working with Vodafone Germany to bring TomTom High Definition (HD) Traffic to Germany. HD Traffic is TomTom's new, unique traffic information system that delivers up to date, accurate and superior travel time information. The service is expected to be launched in Germany in the second half of 2008.

To provide superior, accurate, real time traffic information for all major roads in Germany, TomTom will combine multiple sources. TomTom's in-house patented technology uses anonymously aggregated data from the Vodafone Germany network on the speed and direction that mobile phones are travelling in cars. This data is combined with existing German traffic information sources to deliver the best traffic information service available on the market: TomTom HD Traffic. TomTom HD Traffic is already live in The Netherlands.

With TomTom HD Traffic, customers will get the most accurate arrival times available, times that are constantly updated to reflect the current traffic situation. And thanks to the extensive coverage by TomTom HD Traffic of roads in Germany, customers will always be able to make the right decision when it comes to selecting an alternative route. Customers will get the peace of mind that comes with having the most comprehensive traffic information at their fingertips — both before starting their journey and while driving.

"Our goal is to provide the best and most reliable navigation solutions for car drivers. This requires better maps, accurate route times and high quality real time traffic information," Harold Goddijn, TomTom's chief executive officer comments. "The roll out of TomTom HD Traffic in Germany is an important step in our goal to make our superior traffic information service available to 50% of our European customers by the end of 2008. It follows on from the partnerships previously announced with Vodafone for the UK and Dutch markets."

Both current and future TomTom users will be able to benefit from the service once it is available. The solution will also be available for major automotive manufacturers to include in their navigation solutions, as well as for road authorities and businesses, who may use it for dynamic traffic control management and improved fleet management.

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**About TomTom**

TomTom NV is the world's largest navigation solutions provider. TomTom's products are developed with an emphasis on innovation, quality, ease of use, safety 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 XL and TomTom ONE ranges and the TomTom RIDER. Additionally, independent research proves that TomTom products have a significant positive effect on driving and road safety. TomTom offers a portfolio of content and services for TomTom's navigation products, which are easily available through TomTom HOME. TomTom also provides navigation software products that integrate with third party devices; the TomTom NAVIGATOR software for PDAs and smartphones. TomTom WORK combines industry leading communication and smart navigation technology with leading edge tracking and tracing expertise. TomTom's products are sold through a network of leading retailers in 32 countries and online. TomTom was founded in 1991 in Amsterdam and has offices in Europe, North America and Asia Pacific. TomTom is listed at Euronext Amsterdam in The Netherlands. For more information, go to [www.tomtom.com](http://www.tomtom.com).

**About Vodafone Germany**

Vodafone Germany is one of the largest and most modern telecommunications providers in Europe. It serves over 32 million customers, realises turnover of more than EUR 8 billion and has 9,000 employees. Vodafone Germany is an innovative technology and service enterprise, offering a comprehensive range of mobile communication services from one provider. The portfolio includes mobile communications and fixed network telephony, as well as data services for business and private customers. Continuous development, numerous patents and investments in new products, services and the modern network have made Vodafone an innovation leader in the German telecommunications market. The company is headquartered in Düsseldorf. Eight branch offices and a chain of 1600 Vodafone shops keep us close to our customers. The Vodafone Germany group of companies also includes a majority shareholding in the Arcor telecommunications group, which is headquartered in Eschborn, Germany. Vodafone Germany is committed to CSR and it additionally supports numerous projects through the German Vodafone Foundation. The company is part of the Vodafone Group. Visit the website at [www.vodafone.de](http://www.vodafone.de) for further information.