



TomTom reveals new TomTom GO x50 LIVE series

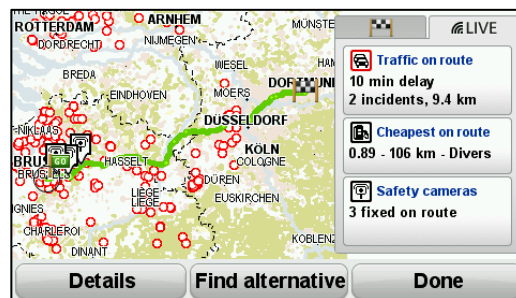
~ Optimal driving performance and control through integration of multiple core navigation features ~

Berlin, 03 September 2009 – Today, TomTom announces its new flagship series TomTom GO x50 LIVE. The three portable navigation devices; TomTom GO 950 LIVE, TomTom GO 750 LIVE and TomTom GO 550 LIVE combine TomTom's leading IQ Routes™ technology¹ with a fully optimised user interface. In addition, the TomTom GO x50 LIVE series comes with an expanded LIVE Services offering², completely integrated in the device to deliver the ultimate navigation package on the market today.

"As the world's leading provider of navigation solutions and digital maps, it is our duty to constantly break new ground, developing unique technologies with the sole purpose of making the driver's journey more reliable, predictable and affordable," says Corinne Vigreux, Managing Director of TomTom. "Our unique innovations guarantee the fastest routes, so users are empowered to confidently deal with the ever-changing road situation and take the right decisions accordingly."

Optimised user interface enhances functionality

Full attention has been paid to the integration of TomTom's routing technologies into the user interface of the device. This makes it more intuitive and easier to operate; giving drivers all the information they need about their journey before they set off, at a glance. HD Traffic™, safety alerts and fuel prices are all clearly displayed on the screen via the new **LIVE snapshot**. Once on the road, drivers automatically receive real-time updates on what's ahead, so they remain informed throughout their journey.



*LIVE Services integration through **LIVE snapshot***

On top of this, new menus including a **frequent destinations menu** have been added to calculate a route to a frequently visited destination easier and faster. Finally, an **Eco Routes** option has been added to the route options menu, so drivers can select the most fuel-efficient route to help reduce their impact on the environment.

Increased map coverage

The TomTom GO x50 LIVE series features more maps than ever before, including Malta, Greece and Turkey for the first time. In addition, all devices offer TomTom's unique Map Share™ technology which allows users to make instant changes to the map and share these with others through TomTom HOME, TomTom's free desktop application.

- TomTom GO 950 LIVE comes with pre-installed maps for door-to-door navigation in US, Canada and 45 countries in Europe and offers Enhanced

Positioning Technology (EPT) for uninterrupted navigation even when driving through tunnels;

- TomTom GO 750 LIVE offer seamless door-to-door navigation across 45 countries in Europe;
- TomTom GO 550 LIVE features maps of specific country or region in Europe.

Powerful performance

The new TomTom GO x50 LIVE series calculates the fastest routes based on the world's largest collection of historical speed profiles. This ever-growing database now includes over 800 billion historic speed measurements of 15 million road kilometres in 24 European countries.

Once on the road, the device is constantly checking if there is faster route, taking changing road conditions into account by using a combination of IQ Routes technology and real-time HD Traffic information³. This continuous optimisation of the route provides shortest and most realistic travel times.

Price & availability

The TomTom GO x50 LIVE series will become available this autumn. Pricing will be revealed as soon as the products become available. LIVE Services are available on subscription basis for a flat fee of 9.95 Euro per month with no hidden costs.

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Ad 1: About TomTom IQ Routes™

TomTom IQ Routes applies the historical travel time experience of millions of drivers to calculate the fastest route possible. The technology is based on historical speed measurements for every time of day, one for every road segment, from large motorways to small local roads. In up to 35% of all cases, the use of IQ Routes results in driving a faster route, saving significant travel time as well as money and fuel.

Ad 2: See separate press releases on expansion of LIVE Services, issued 3 September 2009

Ad 3: TomTom's HD Traffic service is based on the anonymous measurements of ordinary mobile phones moving through the network. A significant proportion of mobile phones on the move are in cars. Analysis of these results gives accurate traffic information for all major and secondary roads. The HD Traffic service is further enhanced with information from TomTom users who wish to share their travel time information anonymously with other users. This contributes to the accuracy and granularity of this unique service. It gives a much more accurate traffic information resource than traditional systems and for much larger territories.

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Digital press materials:

For digital press materials, photos and videos, visit the Press Extranet:
<http://extranet.tomtom.com>.

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About TomTom

TomTom NV is the world's leading provider of navigation solutions and digital maps. TomTom NV has over 3,300 employees working in four business units – TomTom, Tele Atlas, AUTO and WORK.

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 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.

Tele Atlas delivers the digital maps and dynamic content that power some of the world's most essential navigation and location-based services (LBS). Through a combination of its own products and partnerships, Tele Atlas offers digital map coverage of more than 200 countries and territories worldwide. The AUTO business unit develops and sells navigation systems and services to car manufacturers and OEMs. WORK combines industry leading communication and smart navigation technology with leading edge tracking and tracing expertise.

TomTom NV was founded in 1991 in Amsterdam and has offices in Europe, North America, Middle East, Africa and Asia Pacific. TomTom is listed at Euronext Amsterdam in The Netherlands. For more information, go to www.tomtom.com & <http://investors.tomtom.com/index.cfm>.