



## **TomTom expands to Mexico**

*~ TomTom extends Latin America presence with award-winning car navigation products for Mexico ~*

**Mexico City, 7 October 2009.** TomTom, the world's leading provider of navigation solutions and digital maps with over 30 million users worldwide, today announces that it is expanding into Mexico. TomTom will enter the market with three products: the premium TomTom GO 630, the mid-range TomTom XL 330S and the entry-level TomTom ONE 130. The products will be distributed by MDX Electronics.

"With over 16 million cars on the road, the Mexican market is a key component of our strategy to expand our presence in the region," says Elias Kabeche, TomTom's Area Director Latin America. "We are confident that our unique combination of easy to use products and popular features will help us secure the same leading position in Mexico that we already have in the rest of the world."

### **Ease of use**

All TomTom products are plug and play and can be used straight out of the box, with no monthly fees. They feature a touchscreen with an intuitive navigation menu and icons in International Spanish. Clear voice instructions ensure drivers get to their destination without stress. A smartly designed EasyPort™ mount ensures easy stowing and carrying.

### **Map Coverage and Map Share™**

The new TomTom products feature maps from Tele Atlas covering hundreds of thousands of kilometers of roadways in Mexico's top cities, including Mexico City, Guadalajara, Monterrey and Puebla, and popular vacation spots such as Puerto Vallarta and Acapulco. The maps also include more than 100,000 points of interest.

The world's road infrastructure changes rapidly, especially in fast developing countries. The quality of TomTom's map data benefits exclusively from community input and technologies including TomTom's Map Share, a free map technology that allows drivers to easily improve their maps directly on the device as soon as they spot changes in the roads. These can include changes in street names, road speed limits, turn restrictions, traffic directions and road blocks, as well as corrections to points of interest, such as phone number changes. In addition, Map Share users can benefit from changes made by others, validated by TomTom and shared through the free desktop software TomTom HOME.

### **Safety as a priority**

Research institutions including Virginia Tech Transportation Institute in the United States and TNO in the Netherlands have shown that satellite navigation has a positive influence on driving behavior and traffic safety. In addition, driving with a

navigation device increases driver's alertness and reduces stress levels. Safety is a key priority in the development of all TomTom products. All TomTom devices come with comprehensive safety features, including the TomTom "Help Me!" emergency menu to easily access local emergency services while on the road.

### **TomTom HOME**

All TomTom users have access to TomTom HOME, TomTom's free desktop software now available in International Spanish. Through TomTom HOME, customers can easily download new software versions, voices, free user generated content, or the latest maps to keep their device up to date. TomTom Map Share users can also receive map improvements made by others free of charge as soon as they log on to TomTom HOME, making their maps as dynamic as the world in which they live.

### **Availability**

TomTom products will be available in major retail outlets in Mexico starting October 2009.

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### **About TomTom**

TomTom NV (AEX: TOM2) 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, Automotive 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 Automotive business unit develops and sells navigation systems and services to car manufacturers and OEMs. TomTom 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://www.tomtom.com) & <http://investors.tomtom.com/>.