



## **Tele Atlas Maps, Location Content Power Cobra 7700 PRO GPS Navigation and Routing Tool for Professional Truck Drivers**

*Detailed, accurate maps of US and Canada help drivers optimize routes and get to destinations efficiently and economically*

**Lebanon, NH and Chicago, IL, 2 November, 2009**—Tele Atlas, a leading global provider of digital maps and dynamic content for navigation and location-based solutions, and Cobra Electronics, (NASDAQ:COBR) announced an agreement under which Tele Atlas supplies digital maps and location content on the 7700 Pro, Cobra's GPS navigation and routing tool tailored to the needs of the professional truck driver. The agreement builds on the companies' longstanding collaboration to deliver content-rich, user-friendly navigation solutions.

The 7700 PRO uses Tele Atlas digital maps to further enhance the user's navigation experience, including 12 million points of interest (POIs) and Tele Atlas® Brand Icons, which visually represent participating businesses as instantly recognizable logos so users can accurately identify specific brands of interest. Combined with additional content from ProMiles® and TruckDown™, such as more than 33,000 truck-specific POIs, drivers are armed with a range of relevant content to better plan their routes.

"Professional truck drivers, like all vehicle drivers, benefit from GPS solutions that leverage the freshest maps and location content. But their unique needs also demand solutions that offer routing based on truck-specific data, including complex sets of restrictions and specifications," said Tele Atlas Vice President of Automotive, Transportation and Telematics Jonathon Husby. "Working with Cobra, we continue to evolve the navigation experience for professional drivers, powered by valuable, accurate location content."

The Cobra 7700 Pro features Tele Atlas Logistics, a specialized digital map database designed to meet commercial vehicle specifications. With this content, the device is able to deliver complete coverage and truck-specific data for advanced routing information based on the vehicle's height, width and weight, including STAA National Highway Network and Access Roads; National Bridge Inventory List; National HazMat Route Registry; and detailed truck data for the lower 48 States and Canada. With truck-specific data, the Cobra 7700 PRO provides the information professional truck drivers need to optimize routes and arrive at destinations in the most efficient and economical way possible.

Using Tele Atlas Voice Maps, the 7700 PRO offers text-to-speech guidance with loud, clear verbal instructions and turn-by-turn spoken street names for safe navigating. Additionally, the 7700 PRO features a seven-inch screen and a "car mode" that enables professional drivers to use the device in their personal vehicles as well.

“For more than 40 years, we have delivered on our commitment to provide high quality tools that help simplify the demanding job of professional drivers. The 7700 PRO is designed specifically for this market segment,” said Tony Mirabelli, senior vice president of marketing and sales, Cobra Electronics. “With Tele Atlas’ advanced approach to updating maps with community input and its innovative new products, drivers can rely on features and content that ensures efficient, vehicle-appropriate routes.”

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## **About Tele Atlas**

Tele Atlas delivers the digital maps and dynamic content that power many of the world's most essential navigation and location-based services (LBS). Through a combination of its own products and partnerships, Tele Atlas offers map coverage of more than 200 countries and territories worldwide. The company was founded in 1984 and has offices in 27 countries around the world. Today, Tele Atlas maps are developed with the insight of a community of millions of GPS system users worldwide, who are adding to the company's unmatched network of sources to track and validate changes in real time, and deliver the best digital maps and dynamic content. For more information, visit [www.teleatlas.com](http://www.teleatlas.com) or <http://investors.tomtom.com/index.cfm>. Tele Atlas is a subsidiary of TomTom N.V. (AEX: TOM2).

## **About Cobra Electronics**

Cobra Electronics is a leading global designer and marketer of communication and navigation products, with a track record of delivering innovative and award-winning products. Building upon its leadership position in the GMRS/FRS two-way radio, radar detector and Citizens Band radio industries, Cobra identified new growth opportunities and has aggressively expanded into the marine market and has expanded its European operations. The Consumer Electronics Association, Forbes and Deloitte & Touche have all recently recognized Cobra for the company's innovation and industry leadership. To learn more about Cobra Electronics, please visit the Cobra site at [www.cobra.com](http://www.cobra.com).

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