



Next generation traffic technology puts TomTom drivers in the fast lane

~ New HD Traffic™ 4.0 delivers unprecedented traffic navigation accuracy ~

Amsterdam, 30 September 2010 – TomTom today releases its next generation traffic system across Europe, becoming the first company to use historic, real-time *and* predictive traffic data to deliver the most accurate traffic navigation available. HD Traffic™ 4.0 covers more of the road network and reports traffic jams with more accuracy, giving drivers the most precise traffic information in Europe. Existing HD Traffic™ customers will experience the benefits immediately, without the need for any software upgrade.

TomTom's real-time and predictive traffic technology now detects traffic jams that other services are unable to. HD Traffic™ 4.0 reports traffic jams with higher accuracy, reporting up to 200% more traffic jams during rush hours than previously, in particular on urban roads. Combined with the fastest routing engine available, HD Traffic™ 4.0 gets drivers through traffic faster.

The more people that drive with TomTom HD Traffic™, the more accurate the traffic information becomes. Today, with over one million connected drivers using HD Traffic™ across Europe, TomTom's traffic information is able to adapt to changing traffic situations and guide drivers through traffic with more precision than ever.

Ralf-Peter Schäfer, Traffic Director, TomTom, said: *"Our TomTom traffic information is now the best in Europe. We are seeing unprecedented levels of jam accuracy on highways and secondary roads including major urban roads. The bottom line is our traffic information is now at a level where HD Traffic™ users already can reduce their journey time on average by 15%."*

The roll out of HD Traffic™ 4.0 underpins the launch of TomTom's Traffic Manifesto. The Manifesto outlines how a minority of drivers using HD Traffic™ could reduce traffic congestion for *all* drivers by making better use of the existing road network.

“New TomTom GO LIVE 1000 navigation devices combine HD Traffic™ 4.0 with speedier route calculation to get drivers through traffic jams faster than ever,”
continued Ralf-Peter Schäfer, TomTom. *“HD Traffic™ 4.0 is a key milestone for all our customers. We are committed to the research and development of innovative solutions to help reduce traffic congestion for our customers in the future.”*

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About TomTom N.V.

TomTom N.V. (AEX: TOM2) is the world’s leading provider of location and navigation solutions. Headquartered in The Netherlands it has over 3,000 employees worldwide. Over 45 million people use its solutions every day, in the form of dedicated portable navigation devices (PNDs), in-dash car systems or tracking and tracing solutions for fleet management. In addition, hundreds of millions of people use TomTom’s digital maps on the internet or mobile phones.

In 2009, TomTom reported €1.5 billion in revenues and a €340 million net cash flow from operating activities. More information about TomTom can be found at www.TomTom.com.

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