



TomTom to provide the new Mazda3 Facelift with connected in-dash navigation

Amsterdam - Frankfurt, 13 September 2011 – At the IAA Frankfurt Motorshow TomTom today announces that it will provide the new **Mazda3** Facelift model with its connected navigation solution. The system is seamlessly integrated in the dashboard offering **LIVE Services**, including **HD Traffic** – so drivers can benefit from unique dynamic routing; providing them with the fastest route to their destination based on the latest traffic situation.

TomTom's navigation solutions are currently available in Europe as an option on the recently launched compact van Mazda5 and will be available for the Mazda3 Facelift and the new Mazda CX-5, both premiere at the IAA. This line-up complements the relationship between Mazda and TomTom.

"Due to the success of TomTom's connected navigation product on the Mazda5, I am pleased to see it being rolled out on the new Mazda3 Facelift model offering customers a great connected in-dash navigation experience" says Giles Shrimpton, Managing Director TomTom Automotive. "Today's recent announcements with Mazda underline a successful partnership".

"The results of our collaboration with TomTom have been very convincing, starting with the launch of the new Mazda5 last year. For our new products, the new Mazda CX-5 and the Mazda3 Facelift, we continue our successful cooperation," said Phil Waring, Chief Operating Officer, Mazda Motor Europe. "The navigation technology of TomTom is state-of-the-art and very user-friendly – a perfect fit to our brand and our vehicles".

Key features

The key features of the new TomTom Mazda3 Facelift solution include:

- HD Traffic - a combination of real time traffic and unique dynamic routing. The real time traffic information is generated from a network of over 80 million

probes in Europe. It covers 99.9% of the road network, reports more traffic jams in real-time and is also refreshed more frequently than any other service

- Up-to-date speed camera information on both fixed and mobile cameras en route
- Live weather updates and local search which is sent directly to the SIM card of your in-dash system
- Updatability – the navigation solution can be easily updated; anything from maps, to new software to voices can be downloaded to the device via TomTom HOME

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About TomTom

Founded in 1991, TomTom (AEX:TOM2) is the world's leading supplier of in-car location and navigation products and services focused on providing all drivers with the world's best navigation experience. Headquartered in Amsterdam, TomTom has over 3,500 employees and sells its products more than 40 countries.

Our products include portable navigation devices, in-dash infotainment systems, fleet management solutions, maps and real-time services, including the award winning TomTom HD Traffic.

For the world's most up-to-date route planner, including live traffic information please visit www.tomtom.com/livetraffic/

For further information, please visit www.tomtom.com

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