



Mijndomein Auto introduces a CO2 neutral private lease concept with TomTom technology

Amsterdam, 29 November 2011 – [TomTom](#) and private lease company [Mijndomein Auto](#) partner-up to offer a CO2 neutral private lease programme.

Consumers and businesses can lease a brand new **Peugeot**, equipped with TomTom Business Solutions technology for €219 per month. The **CO2 emission** will be compensated by Mijndomein Auto into a Gold Standard accredited carbon offset project.

The fuel efficient Peugeot is equipped with a semi-integrated **TomTom PRO 3100** navigation device that gives drivers instant feedback on their driving behaviour and fuel consumption. This helps them to reduce costs and carbon emissions.

"This partnership is an exciting step for Business Solutions into the leasing market, bringing our green technologies from fleet management to a broader public" said Thomas Schmidt, Managing Director TomTom Business Solutions. "In Mijndomein Auto we have found a partner that recognises the financial gains of responsible driving and shares these benefits with drivers through a favourable lease rate."

"Our focus is on keeping costs of the vehicle as low as possible. This partnership empowers our drivers to actively contribute in keeping their costs low." said Henri de Jong, co-founder of Mijndomein.nl.

The first batch of 200 cars will be equipped with additional TomTom technology to monitor mileage, fuel efficiency and emissions. This offers the opportunity to benchmark the actual costs of maintenance, fuel efficiency and damages for the Mijndomein fleet of identical vehicles over a long period.

The PRO 3100 is semi-integrated on the dashboard and provides real-time services such as TomTom HD Traffic, speed camera and weather information and local search.

-ENDS-

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 in over 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

About TomTom Business Solutions

TomTom Business Solutions is a leading provider of fleet management solutions and recognized as the fastest growing Telematics Service Provider (TSP) for commercial fleets in Europe. TomTom Business Solutions is fully dedicated to commercial vehicle fleets and has been operating under the TomTom WORK brand in the past 5 years.

WORKsmart™ is TomTom's ready to use fleet management solution and an innovative way for improving the management of all types of commercial fleets. It offers customers a choice of industry leading solutions combined with a high professional service quality. At the heart of the solution is TomTom WEBFLEET®.

For further information, please visit www.tomtom.com/business

About Mijndomein.nl

Mijndomein.nl has 480.000 registered domain names and over 155,000 private and business customers. Started in 2003, Mijndomein.nl offered rates that were half of that of the competition. Within 4 years mijndomein.nl became the largest hosting provider in The Netherlands. In 2010 sister company Mijndomein Auto was set up to offer affordable private lease cars to consumers.

For further information, please visit www.mijndomein.nl

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