



TomTom and LoJack form strategic alliance to deliver fleet efficiency and protection to more businesses

Amsterdam, 24 January 2013 – TomTom Business Solutions has joined forces with stolen vehicle recovery specialist LoJack to expand the North American distribution network for its market-leading fleet management technology.

LoJack will market, sell and support TomTom's range of fleet management solutions through its extensive dealership network, helping businesses become more efficient, cut costs and improve customer service.

"This strategic alliance enables both companies to strengthen their position as best-in-class providers of automotive technology," said Thomas Schmidt, TomTom Business Solutions Managing Director.

"LoJack's far-reaching market presence will introduce TomTom's fleet management technology to new business markets in North America and enable existing LoJack customers to benefit from a full fleet management solution."

TomTom offers market-leading solutions for fleets, including its SaaS fleet management platform, smart navigation and tools for optimizing fuel consumption and workflow management.

"Significant market opportunities exist with the connected car," said Randy L. Ortiz, President and CEO of LoJack Corporation.

"Working with TomTom will enable us to have a unique and important position in this market by leveraging our complementary capabilities. Together we can develop products and services for new and existing markets, delivering increased value for customers and partners."

More than 19,000 companies worldwide rely on TomTom fleet management to monitor and manage the activities of their vehicles and mobile operations.

At the heart of the TomTom Business Solutions offering sits online fleet management application WEBFLEET, an award-winning SaaS solution recently certified for ISO 27001, guaranteeing the highest standards of reliability and data security.

ENDS

Notes to the editor

LoJack will sell the TomTom Business Solutions standard range of WORKsmart solutions: TomTom PRO, TomTom LINK 510, TomTom WEBFLEET, ecoPLUS as well as the LIVE services including HD Traffic.

About TomTom

Founded in 1991, TomTom (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 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, go to 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 professional telematics Services. Our in-car products are designed to help drive greener, safer and more efficiently. Our online platform, WEBFLEET, is highly scalable and has the highest standards in terms of reliability and security.

For further information, please visit business.tomtom.com

Follow us on Twitter @TomTomBusiness

TomTom Contacts

For investor relations please contact Richard Piekaar, Investor Relations TomTom, +31 20 757 5194, ir@tomtom.com.

For media enquiries please contact Anthony Andrew or Connor Murphy at Cameron Wells Communications Ltd on +44 (0)161 973 4158 or email connor.murphy@cameronwells.co.uk.

About LoJack

LoJack Corporation, the company that has helped more than nine million people protect their vehicles in the event of theft over the past 25+ years, today provides safety, security and protection for an ever-growing range of valuable assets and people. Leveraging its core strengths, including its well-known brand, direct integration with law enforcement and dealer distribution network, LoJack Corporation is expanding into new areas across the continuum from theft deterrence to recovery. The company is focusing on creating a new level of value for its dealer, customer and investor communities by delivering innovative offerings, multiple technologies in expanding geographies. For more information, visit www.lojack.com, www.autotheftblog.com, www.youtube.com/lojack, www.twitter.com/LoJackCorp or www.Facebook.com/LoJackCorp.