



## **TomTom Traffic Powers Maps App in BlackBerry 10**

**Amsterdam, 25 July 2013** – TomTom today announced an updated agreement with BlackBerry® to provide real-time traffic information for the maps app on BlackBerry® 10.

TomTom Traffic provides customers with more precise traffic information, enabling faster journeys, more accurate arrival times, and a smarter navigation experience.

BlackBerry 10 customers also have the option to anonymously help enhance the coverage and quality of TomTom's world-class traffic information by sharing traffic data.

*"Having accurate and up-to-date traffic information integrated in BlackBerry Maps is an important feature for customers, and TomTom is a recognized leader that provides traffic data to many companies in the market,"* said Adrian Gould, VP of Handheld Software Product Management at BlackBerry. *"We are pleased to expand our relationship with TomTom in support of BlackBerry 10 customers."*

*"By integrating TomTom Traffic, BlackBerry's smartphone customers will have access to the most accurate traffic information available,"* said Charles Cautley, Managing Director of TomTom Automotive & Licensing. *"We are proud to be supporting BlackBerry to deliver enhanced location-based services to its subscribers across the globe."*

**--- ENDS ---**

### **About TomTom**

Founded in 1991, TomTom (TOM2) is a leading provider of navigation and location-based products and services.

TomTom maps, traffic information and navigation technology power automotive in-dash systems, mobile devices, web based applications and government and business solutions.

TomTom also designs and manufactures its own location-based products including portable navigation devices and fleet management solutions, as well as GPS-enabled sports watches.

Headquartered in Amsterdam, TomTom has 3,500 employees worldwide and sells its products in over 35 countries.

For further information, please visit [www.tomtom.com](http://www.tomtom.com)

BlackBerry and related trademarks, names and logos are the property of BlackBerry Limited. BlackBerry is not responsible for any third-party products or services.

## **Contacts**

**For Analysts/Investors:** Taco Titulaer, +31 (0) 20 75 75 194, [ir@tomtom.com](mailto:ir@tomtom.com)

**For Media:** Yann Lafargue, [yann.lafargue@tomtom.com](mailto:yann.lafargue@tomtom.com)