



New Volkswagen Up! Launched with TomTom navigation

Geneva Motor Show - Switzerland, 01 Mar 2016 – TomTom (TOM2) today announces that the new Volkswagen Up! will feature TomTom navigation starting from June 2016. Drivers will access TomTom’s easy-to-use navigation via a smartphone App (developed by a third-party app developer) dedicated to the Volkswagen Up! experience. The user’s smartphone is then secured on the driver’s dashboard with a dock, keeping the device in plain sight and easily accessible.

The App features TomTom’s state of the art automotive navigation components - its navigation software “NavKit” combined with its automotive-grade digital maps. To take the navigation experience even further, Volkswagen will let drivers choose whether they want to receive further map updates and TomTom’s award-winning traffic service. This once again demonstrates TomTom’s expertise in bringing together the worlds of Automotive and Consumer Electronics.

“We are delighted that Volkswagen has selected TomTom navigation” says Antoine Saucier, Managing Director TomTom Automotive. “Up! drivers will be able to enjoy the quality of guidance of TomTom Navkit, providing some of the fastest routes with extremely accurate estimated times of arrival, and the precision of TomTom digital maps, combined with the convenience of using their smartphone”.

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About TomTom

At TomTom (TOM2) our mission is to make technology so easy to use, that everyone can benefit from it.

We created easy to use navigation devices, helping millions of people to get where they want to be. Today, we continue to simplify the complex, making technology more accessible for everyone.

We have four customer facing business units: Consumer, Telematics, Automotive and Licensing.

We make easy to use navigation devices, sport watches and action cameras for consumers. We enable businesses with vehicles to more easily manage and improve fleet efficiency whilst increasing overall business performance with our Telematics solutions. We also offer a world leading real-time map platform that is powering innovative location based services and helping to make automated driving a reality for the automotive industry.

Founded in 1991 and headquartered in Amsterdam, we have over 4,600 employees and sell our products worldwide.

About TomTom Automotive

TomTom Automotive is the trusted partner for innovative and future-proof navigation technology for the global automotive industry. As a global leader in connected navigation software, traffic information, and digital real-time maps, we offer Automotive OEMs the modular components to create competitive infotainment systems, as well as the technology to enable the future self-driving cars to see beyond their sensors.

About TomTom Traffic

TomTom's award-winning traffic is based on millions of real-time GPS probes from one of the world's largest driver communities, and also features upcoming precipitation reports and roadworks information. Its sophisticated fusion engine assesses the traffic flow situation on all mapped roads, every 30 seconds, and delivers tailored information to each vehicle in TPEG-over-IP format, every 2 minutes. The OpenLR map-independent location referencing enables integration of TomTom Traffic service as a component into any third-party navigation application.

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