



## **TomTom powered PSA infotainment platform launched globally**

**Geneva Motor Show, Geneva - Switzerland, 01 March 2016** – TomTom (TOM2) today announces the launch of PSA Peugeot Citroen's new global infotainment platform, which is built on the full suite of TomTom products. This platform includes automotive-grade digital maps, TomTom's award winning navigation software "NavKit" and its market leading live Traffic service.

This new system will be first available on the new DS5 as "*DS Connect Nav*", then on the Citroen Space Tourer and the Peugeot Traveller in the first quarter of 2016. Additional models from all three brands will be rolled out later in the year on a global scale\*. PSA customers will not only enjoy state of the art navigation but also total peace of mind, as lifetime map updates will be included in the vehicle price while a bundle of 5 real-time services will be free for the first 3 years\*\*.

"This is a great launch for PSA Peugeot Citroen, and of course for TomTom Automotive," said Antoine Saucier, Managing Director TomTom Automotive. "With this major partnership, involving all our products in so many regions, TomTom starts a new exciting journey with PSA Peugeot Citroen, one of the leading car manufacturers in the world".

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\*PSA's new platform will eventually be rolled out to the following regions: Europe, LATAM + Mexico, Africa, Middle-East, Asia (except Japan, South Korea and China), Australia and New Zealand.

\*\* "DS Connect Nav" includes a bundle of 5 real-time services:

- TomTom Traffic – description below
- TomTom Local Search: locates places around the user and navigates directly there
- Weather: always knows the weather ahead and helps make the drive safer
- Parking: provides real-time information on space availability at nearby parking buildings
- Fuel: up to date fuel prices at nearby gas stations

TomTom Speed Cams, providing timely alerts on fixed and mobile traffic cameras, is also available as a separate paid option.

## **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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