

TomTom Unveils Next Generation in Car Navigation

~ TomTom to launch state of the art range of new portable in-car navigation products and series of new and updated content & services ~

London, 1 March 2006 – TomTom, the leading navigation solution provider, today unveiled the future of portable car navigation with the announcement of the new, smart and easy to use TomTom GO range and a complete collection of new and updated TomTom PLUS content & services.

“With the launch of TomTom GO in 2004, we created a new category of personal car navigation solutions. It was an immediate hit and we have since shaped and led the industry almost single handedly, outselling any other car navigation device on the market” said Harold Goddijn, TomTom’s chief executive officer. “As one of the best selling consumer electronic brands, we see a fast growing category that requires products to be robust and sophisticated in order to meet drivers’ needs. The product range we unveil today is the next generation TomTom GO, featuring significant improvements in design and usability, including hardware, software, connectivity and new content & services.”

New TomTom GO range

The new product line totally reinvents last year’s award-winning range and includes three models, the TomTom GO 910, TomTom GO 710 and TomTom GO 510. Building on the features that have made TomTom devices so popular, the new TomTom GO range offers:

- New cutting-edge design
- High quality, extra wide, 4 inch LCD touch screen - a world’s first in portable navigation, making the new TomTom GO range even easier in use
- Greatly improved GPS performance
- Hundreds of features and software improvements
- The new GO range comes with the free software application TomTom HOME. Serving as a portal it enables users to easily manage, download and store content from their computer
- Every new TomTom GO comes with the HOME dock, enabling users to connect to TomTom HOME through their computer
- The renowned hands-free calling functionality has improved further and the pre-installed Safety Camera database is now available across the range, making it even easier and safer to navigate to your destination
- The TomTom GO 910 is the first ever portable navigation device featuring multi-continental map coverage including the whole of Europe, the USA and Canada. It also has a range of smart extras such as a fully integrated MP3 player for playing audiobooks, music and podcasts as well as text-to-speech functionality

New and updated TomTom PLUS content & services

TomTom PLUS is TomTom’s offering of content and services to enhance users’ navigation experience and make journeys as stress free, personal, safe and fun as possible. To TomTom’s already substantial TomTom PLUS offering (Voices, Traffic, Weather and Safety Cameras), TomTom has added Audiobooks and Buddies. In addition, TomTom has improved and expanded the TomTom Traffic service to include Road Conditions. Other updated services include TomTom Weather and TomTom Safety Cameras. TomTom PLUS is now available in the majority of Europe and the USA.

TomTom RDS/TMC Traffic Receiver

TomTom has added a TomTom RDS/TMC Traffic Receiver to the list of available accessories, to enable users to receive free ongoing traffic information via radio signals. The RDS/TMC Traffic

Receiver connects easily to the new TomTom GO device and will automatically start receiving traffic information via the TMC connection.

The new product range will be available from the 1st April and the price will be announced soon.

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About TomTom

TomTom NV is a leading provider of personal navigation products and services. TomTom's products are developed with an emphasis on innovation, quality, ease of use and value. TomTom's products include all-in-one navigation devices which enable customers to navigate right out of the box; these are the award-winning TomTom GO family, the TomTom ONE and the TomTom RIDER. TomTom also provides navigation software products which integrate with third party devices; the TomTom Navigator software for PDA's and TomTom MOBILE navigation software for smart phones. TomTom PLUS, is the location-based content and services offering for TomTom's navigation products. TomTom WORK combines industry leading communication and smart navigation technology with leading edge tracking and tracing expertise. TomTom was founded in 1991 in Amsterdam and has offices in the Netherlands, the United Kingdom, Germany, France, Italy, the United States of America, Australia, China and Taiwan. TomTom's products are sold through a network of leading retailers in 20 countries and online.