

TomTom Introduces TomTom WORK

~Connected Navigation: easy navigation and two way communication for cars, dispatchers, fleet managers and drivers~

London, 1 March, 2006 – TomTom, the leading navigation solution provider, today announced the launch of TomTom WORK, a new product and services offering that offers integrated navigation, tracking, tracing and communication solutions.

Following TomTom's acquisition of datafactory AG, TomTom WORK now combines industry leading communication and plug & play navigation technology with tracking and tracing expertise for the first time. TomTom WORK offers an easy to use, smart and connected navigation solution for owners of fleets of all sizes to make the daily management and communication with their fleet and staff easier than ever before.

"For as little as €1 a day and with no extra software or technical support required we are offering businesses an efficient, simple and good value solution to plan their day the easy way" said Harold Goddijn, chief executive officer of TomTom. "By connecting owners of fleets of all sizes with their drivers, TomTom WORK will help save time and costs. Additionally it will bring clarity and transparency to businesses and their customers, as well as making the lives of vehicle drivers easier and safer."

Key elements of the TomTom WORK solution:

- **TomTom WEBFLEET:** easy to use web-based service, giving access to 24-hour vehicle management and comprehensive reporting tools. TomTom WEBFLEET allows businesses to view their vehicles' and drivers' exact locations and manage new tasks
- **TomTom LINK:** a compact, small unit placed inside each vehicle, allowing users to easily and cost effectively transfer current vehicle positions (using GPS) and other information (via GPRS) automatically to the TomTom WEBFLEET service centre
- **TomTom GO 710 & TomTom GO 510:** TomTom's newest versions of its award-winning TomTom GO range provide each driver with their own personal navigation system and allows users and fleet owners to communicate with office staff

TomTom WORK is immediately available in the Netherlands, Belgium, Germany, Austria and the United Kingdom. TomTom will introduce TomTom WORK in France in Q2 and is looking to expand into other countries in 2006.

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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.