



TomTom Previews Commuter Concept

~ In the future, commuters will always know their fastest way, every day ~

Amsterdam, 17 April 2013 – TomTom today previews the TomTom Commuter concept, designed to take the guesswork out of daily driving. In the future, drivers will know, for sure, the fastest way to work and home. Powered by world-class TomTom Traffic, the TomTom Commuter concept will provide dynamic ETA (Estimated Time of Arrival) comparisons at key decision points along the daily commute.

Most commuters know all the different routes to their daily destinations and therefore do not believe they need turn-by-turn navigation. However, due to changing traffic conditions, they never know for certain which of their routes is the quickest on any given day. TomTom's new concept will empower drivers with the information they need, to know for sure, their fastest way to work and back.

"TomTom has unparalleled knowledge of the traffic situation across the entire road network." says Corinne Vigneux, Managing Director of TomTom Consumer. "Our aim is to use our traffic expertise to give commuters easy access to the information they really need every day. Many commuters face a daily driving dilemma, never knowing for sure which of their regular routes will be the fastest. The TomTom Commuter concept will eradicate uncertainty and enable daily drivers to make informed decisions."

-ENDS-

Notes to editors

Download imagery and media materials at www.tomtom.com/launch

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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