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TomTom to use real-time weather information to calculate faster routes

Amsterdam, 29 October 2014 - TomTom (TOM2) today announces it will enable even faster journeys for drivers by calculating routes based on actual weather conditions.

As well as providing precise traffic jam information, TomTom Traffic now warns drivers about upcoming slow moving traffic due to heavy rain or snow. By being better informed about the weather situation up ahead, drivers can now take smarter decisions about how to get to their destinations faster.

"By knowing the exact traffic situation across the entire road network we can calculate the quickest route to help people get to their destination faster." said Ralf-Peter Schäfer, head of TomTom Traffic. "We know that bad weather is often unpredictable and can cause significant travel delays. Now, by factoring in the weather, we give drivers more advanced knowledge about the road ahead to make journeys faster and more predictable."

TomTom is the first company to use real-time weather information to calculate routes and arrival times.

Contacts

Investors/Analysts: Bisera Grubestic, +31 (0)20 757 5194, ir@tomtom.com

Media: Caroline Fisher, Public Relations, +31 (0) 611534349

About TomTom

TomTom (TOM2) empowers movement. Every day millions of people around the world depend on TomTom to make smarter decisions. We design and develop innovative products that make it easy for people to keep moving towards their goals. Best known for being a global leader in navigation and mapping products, TomTom also creates GPS Sport Watches, as well as state-of-the-art fleet management solutions and industry leading location based products.

Our business consists of four customer facing business units: Consumer, Automotive, Licensing and Telematics.

Founded in 1991 and headquartered in Amsterdam, we have 4,000 employees worldwide and sell our products in over 37 countries.