



## **Nissan Extends Its Partnership with TomTom to Provide Portable Navigation For the New NOTE Model**

**~deals with global car manufacturers position TomTom as the leading brand in the automotive market~**

London, 28 February 2006 – TomTom, the leading navigation solution provider, today announces that Nissan will provide TomTom portable navigation technology as an accessory option on the new Nissan NOTE in the Netherlands, France and Italy.

“This is an exciting opportunity for TomTom and further demonstrates our dedication to the automotive market.” commented Harold Goddijn, CEO of TomTom. “The Nissan NOTE is a perfect fit with TomTom’s brand, combining fun, innovation and affordability. This partnership, together with other recent high profile automotive agreements, highlights the simplicity, cost-efficiency and quality of the TomTom offering for car manufacturers.”

TomTom and Nissan have a number of relationships across Europe. Nissan UK promoted the TomTom GO 300 with its Pathfinder model. In France, Nissan promoted a special edition Micra featuring the TomTom GO 500. Meanwhile in Germany, TomTom continues to be the best selling navigation system offered by Nissan.

TomTom has made significant inroads in the automotive market, providing navigation solutions for an array of automotive manufacturers. On a pan-European level, TomTom has become the first personal navigation device to be professionally installed into a new car (at factory stage). The partnership with Toyota marked a world first, with the TomTom GO 500 installed on the AYGO with specific customisation for Toyota.

Furthermore, Opel partnered with TomTom to create a special edition Corsa, advertised and available in ten European countries. Additionally, Avis partners with TomTom to provide the TomTom GO 700 as an option for their customers, ensuring you can find your way, even if you’re on holiday.

### **Deals Across Europe (March 2005-March 2006)**

- **UK:** TomTom has partnered with some of the biggest names in the automotive market.
- Peugeot selected TomTom to provide the TomTom GO 300 as their only approved portable satellite navigation product.
- Vauxhall extended its offer of the TomTom GO 300 on the Corsa to all commercial vehicles.
- Hyundai UK becomes the latest car manufacturer to offer the TomTom GO range through its dealer networks.

#### **France:**

- TomTom will continue sales and marketing activity with Daimler Chrysler France, specifically throughout the Smart dealerships.
- From March 1st, TomTom and Fiat France will offer the TomTom ONE as a navigation option to its customers.
- Following on from the success of the TomTom and Toyota AYGO partnership, Toyota France will exclusively offer the TomTom GO as an accessory on both the Toyota Yaris and Toyota Corolla.

#### **Italy:**

- Lancia Italy promoted the TomTom GO 700 on the Ypsilon with a large-scale advertising campaign.
- Europcar and Maggiore currently offer their Italian car rental customers the opportunity to rent a TomTom GO.

#### **Germany:**

- TomTom continues to be the number one selling portable navigation system with Renault.
- Chrysler Germany is currently offering the TomTom GO 500 as their portable navigation system of choice.
- BMW Germany is providing TomTom as an accessory option throughout its range.
- BUDGET Rental Cars and SIXT both offer their German car rental customers the opportunity to rent the TomTom GO 300.

#### **Spain:**

- TomTom GO 300 was offered throughout the Chevrolet range, boosted by a heavyweight advertising campaign.
- SEAT Spain becomes the first automotive manufacturer in Europe to promote the new TomTom ONE on the Altea and Toledo models.

#### **Belgium and Holland:**

- Citroen Belgium and Holland will continue to offer TomTom as an approved accessory through its dealer network.

These deals helped to solidify TomTom's status as a trusted partner in the automotive arena.

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