



## **Fiesta Time with Ford and TomTom**

### **TomTom partners with Ford to offer the TomTom ONE**

**13 March 2006, Spain** – TomTom, a leading personal and in-car navigation solution provider, has today announced a collaboration with Ford Spain to offer the TomTom ONE as a free addition.

The deal ensures purchasers of all Ford Fiestas can enjoy all the benefits of TomTom's navigation technology. The easy to use, ultra portable TomTom ONE provides the perfect accompaniment to any journey.

This collaboration with Ford Spain demonstrates TomTom's strength in the automotive market, providing cutting edge personal navigation technology to the world's leading automotive brands. TomTom's product offering ensures quick to market introduction, with the added benefit of easily upgradeable software.

"We are excited to establish a relationship with Ford in Spain and look forward to providing their customers with all the advantages offered by the TomTom ONE." said Harold Goddijn, TomTom's chief executive officer. "As part of our automotive strategy, we are keen to establish ourselves as a serious force in the automotive market. Our product offering enables automotive manufacturers to provide market leading navigation quickly, easily and cost effectively." The TomTom ONE combines award-winning software and a new slimmer, lighter design. Furthermore, its portability makes it the ideal addition to the Ford Fiesta.

Furthermore, the TomTom ONE delivers all the smart technology provided across the TomTom product offering. The Bluetooth connectivity enables users to easily download an array of additional services, courtesy of the TomTom PLUS package; features include TRAFFIC, safety camera information etc.

As the number one personal navigation provider, TomTom continues to develop partnerships with influential manufacturers and thus extend its reach and impact in the market.