



TomTom Triples Sales of Integrated Devices

TomTom maintains number one position in EMEA integrated devices

30 August, 2005 UK Following a report from [Canalys](#) on the Personal Navigational Market, TomTom today announces that it has maintained its position as number one navigation solution provider across EMEA for dedicated portable integrated GPS devices following the success of its [TomTom GO](#) range.

Sales of the TomTom GO across EMEA have more than doubled from 90,390 units in Q1 of 2005 to 258,530 in Q2 2005, according to Canalys estimates. The results mean that TomTom has increased its share of the dedicated portable integrated GPS devices market in Europe from 32% in Q1 to 36% in Q2, nine percentage points from its nearest rival.

The TomTom integrated devices range includes [TomTom GO 300](#), [TomTom GO 500](#) and [TomTom GO 700](#). This is soon to be joined by the TomTom RIDER, an integrated device specifically designed for motorcycles and scooters.

"These figures represent another productive and impressive quarter", said Harold Goddijn, CEO TomTom. "The introduction of the new range for TomTom GO has helped us to firmly establish ourselves as number one for integrated devices and we hope to further strengthen our position with the launch of [TomTom RIDER](#)".

"Shipments of dedicated portable integrated GPS devices are growing rapidly with more and more manufacturers entering the marketplace – such devices now represent 48% of the overall mobile GPS navigation solution market, up from 29% in Q1", said Chris Jones, director and senior analyst at Canalys. "TomTom clearly has a strong product offering in this area and has improved on its leadership position as a result."

TomTom also delivers non-integrated products for mobile phones and PDAs with [TomTom MOBILE 5](#) and [TomTom NAVIGATOR 5](#).