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Kia Motors Europe selects TomTom LIVE Services

Amsterdam, 2 March 2015 – TomTom (TOM2) today announces a new deal with Kia Motors Europe to integrate its state-of-the-art connected services in new Kia cars. Through the partnership beginning in summer 2015 with the Kia cee'd and Kia Optima, Kia customers will benefit from the delivery of TomTom's connected services at no additional cost for seven years after the purchase of a new Kia model.

Kia drivers will now benefit from TomTom's services, including TomTom Traffic, Speed Cameras, Local search and Weather. TomTom's services will help Kia drivers to save time on the road by identifying the fastest route for each journey using accurate traffic information. They will also receive alerts about fixed and mobile speed cameras, as well as location-centric information on local shops, services and businesses, and prevailing weather reports.

"We know Kia drivers are increasingly requesting connected, in-car services. By choosing TomTom's LIVE services, we can meet this demand, free of charge for seven years," said Artur Martins, VP Marketing, Kia Motors Europe. "Drivers across Europe and Russia will now have access to real-time information which we believe will enhance the safety, comfort and enjoyment of every journey."

"We are excited to begin a new partnership with Kia to deliver a range of connected services for their cars across Europe and Russia," said Ralf-Peter Schäfer, VP Traffic & Travel Information Services, TomTom. "By integrating our comprehensive suite of services, Kia drivers are able to make more informed choices on every journey."

For more information on TomTom connected services, visit www.tomtom.com.