



TomTom car kit for iPhone now available in Europe

~ Navigate and call safely with TomTom car kit for iPhone ~

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Amsterdam, 12 October 2009 – TomTom announces that its TomTom car kit for iPhone can be purchased in TomTom web store and Apple online store starting today*.

"With TomTom car kit for iPhone, we offer cutting-edge features which allow the most optimised driving and navigation experience with iPhone" said Benoit Simeray, Vice-president Mobile On-Board at TomTom. "It was designed with safety and quality in mind to offer iPhone users the best in car experience".

TomTom car kit for iPhone key features

The TomTom car kit for iPhone provides a safe driving experience while enhancing your in-car navigation journey.

Features include:

Secure docking

- Secure mount with unique design docks iPhone to the desired position on the car windshield or dashboard, using a twist-and-lock motion.
- Adjustable mount securely rotates iPhone to either portrait or landscape mode for optimal positioning and widescreen route display.
- Easily removed with one twist upon arrival at a destination.

Enhanced GPS performance

- Built-in GPS receiver reduces the chance of signal drop out in areas where GPS reception is limited like cities with tall buildings or forested areas.
- Significantly improved positioning accuracy in all areas.

Built-in loud speaker and microphone

- Clear voice instructions through the built-in speaker, so you'll hear every direction loud and clear.
- Integrated microphone and speaker allowing hands-free calling while driving.

Additional features

- Charges iPhone while on the go, so it stays fully charged.
- Plays your iPhone music through the AUX OUT port over your car stereo**.

Pricing

The TomTom car kit for iPhone is now available in the TomTom web store (www.tomtom.com) and in Apple online store with a recommended retail price of 99,99 euro.

It will be available in the US on the TomTom web store and in US Apple online and retail stores in the near future.

Notes for editors

Compatible with iPhone 3G and 3GS.

Please note that the TomTom application is not included in the car kit.

Combined use of the TomTom app and the TomTom car kit for iPhone will provide you PND class navigation experience, however both work well independently

Requires an iPhone model running apple OS 3.0 or later version.

* The TomTom car kit for iPhone is available in Austria, Belgium, Denmark, Germany, Finland, France, Ireland, Italy, Luxemburg, Norway, Portugal, Spain, the Netherlands, the UK, Sweden and Switzerland.

** Requires AUX IN car stereo and optional audio cable

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About TomTom

TomTom NV (AEX: TOM2) is the world's leading provider of navigation solutions and digital maps. TomTom NV has over 3,300 employees working in four business units – TomTom, Tele Atlas, AUTO and WORK.

TomTom's products are developed with an emphasis on innovation, quality, ease of use, safety and value. TomTom's products include all-in-one navigation devices which enable customers to navigate right out of the box; these are the award-winning TomTom GO family, the TomTom XL and TomTom ONE ranges and the TomTom RIDER. Additionally, independent research proves that TomTom products have a significant positive effect on driving and road safety. Tele Atlas delivers the digital maps and dynamic content that power some of the world's most essential navigation and location-based services (LBS). Through a combination of its own products and partnerships, Tele Atlas offers digital map coverage of more than 200 countries and territories worldwide. The AUTO business unit develops and sells navigation systems and services to car manufacturers and OEMs. WORK combines industry leading communication and smart navigation technology with leading edge tracking and tracing expertise.

TomTom NV was founded in 1991 in Amsterdam and has offices in Europe, North America, Middle East, Africa and Asia Pacific. TomTom is listed at Euronext Amsterdam in The Netherlands. For more information, go to www.tomtom.com & <http://investors.tomtom.com/>.