



## TomTom Expands Coverage in Latin America for Industry Partners

**LBS LATAM 2011, Miami, FL, June 23, 2011** –TomTom extends its global coverage by introducing the first map of Venezuela for use in its industry partners' products and services. With the June global digital map products, TomTom is expanding its footprint in Latin America to encompass coverage of Mexico, Brazil, Argentina, Uruguay, Chile, French Guiana, the French Overseas Territories and Venezuela. By broadening map coverage in this strategic region, TomTom is equipping industry partners with high quality content to enable location-based services.

*"TomTom is committed to delivering the most up-to-date location and navigation content available globally to our industry partners," said Maarten van Gool, Managing Director of TomTom Licensing. "The addition of ConnectPlus in Venezuela and Speed Profiles in Brazil is a continuation of TomTom's longstanding mission to provide industry partners with the most complete and accurate global map and enhancement product offering available."*

The new Venezuela coverage, part of the TomTom ConnectPlus map, provides navigable street network coverage for Caracas, the capital and largest metropolitan area in the country. Map coverage of Venezuela will continue to grow, with navigable street network coverage in Valencia and Maracaibo planned to be available by the end of 2011. Additionally, administrative boundaries exist for the entire country enabling accurate geocoding throughout Venezuela.

Speed Profiles, providing the most precise and extensive historical traffic information, is now available for Brazil. Speed Profiles enables TomTom industry partners to develop applications for commuters and business fleets that allow drivers to travel more efficiently, minimize transportation costs and find optimal routes to their destinations. The latest MultiNet map of Brazil includes fully attributed, navigable street network coverage in the cities of Salvador and Fortaleza as well as navigable coverage in 250 new municipalities. Additionally, more than 300 new beach Points of Interest (POIs) have been incorporated and will support tourism throughout the country.

The latest MultiNet map for Mexico leveraged extensive field surveys to deliver fully attributed, navigable street network coverage in the cities of Mexicali, Morelia, Hermosillo, San Miguel Allende and Saltillo. The addition of inner city lane information in Mexico City, Monterrey and Tijuana enables junction view for optimal navigation. Nearly 200,000 new Address Points in the city of Merida increase geocoding accuracy.

### **Note for Editors**

TomTom MultiNet is the premier map database providing the freshest, richest, and most accurate data. TomTom ConnectPlus is the map database that supports basic mapping, routing and navigation functions.