



TomTom unveils new High Definition Traffic Receiver

~ For the first time new and existing TomTom GO products become HD Traffic Ready ~

Amsterdam, 3 March 2008 - TomTom, the world's leading provider of navigation solutions, today announced the launch of the HD Traffic™ Receiver which will deliver TomTom's superior traffic information to existing and new TomTom customers. The HD Traffic Receiver has a built-in SIM card for GPRS connectivity and plugs into the vehicle's cigarette lighter. Available as a stand-alone accessory, as well as being included in the box of select models of the TomTom GO family, it comes with a six-month subscription to the HD Traffic service.

Thanks to its unique approach of combining the best traffic data from multiple sources, TomTom HD Traffic allows users to easily plan the smartest route to their destination.

Users receive more traffic updates so that they are better informed about the traffic situation on their route and receive more accurate travel and arrival times. In addition, HD Traffic covers more roads, so drivers know in advance that the alternative route they take is actually a smarter option, thus avoiding any unnecessary delays.

The HD Traffic information service is currently available in the Netherlands and is planned to be rolled out in Germany and the United Kingdom this year. The French service will be launched in 2009.

"For all drivers, avoiding traffic jams - before and during their journey - is crucial to getting to their destination," said Harold Goddijn, chief executive officer, TomTom. "With the HD Traffic Receiver, now TomTom GO customers can benefit from our superior HD traffic information."

The HD Traffic Receiver makes receiving traffic information very easy. Drivers simply insert one end into the mini-USB port of their TomTom device and the other into the cigarette lighter adaptor of their car.

The new TomTom HD Traffic Receiver features a GPRS modem and is powered by a 12-24 volt cigarette lighter adapter. With a built in Lithium-ion battery, a weight of only 128 grams and measuring at 122 mm x 45 mm x 25 mm, the TomTom HD Traffic Receiver is completely portable.

Pricing & availability:

The existing products that the HD Traffic Receiver will be compatible with are:

- TomTom GO 930 (T)
- TomTom GO 730 (T)
- TomTom GO 530 (T)
- TomTom GO 920 (T)
- TomTom GO 720 (T)
- TomTom GO 520 (T)

The HD Traffic Receiver will be offered at a recommended retail price of Euro 99.95, including a six month HD Traffic subscription worth Euro 60. It will also be included with the new TomTom GO 730 HD Traffic and the new TomTom GO 930 HD.

The HD Traffic service is offered for an all-inclusive fixed fee. This features no hidden costs and the subscription can be easily renewed after its initial duration.

The HD Traffic Receiver will be made compatible with other TomTom products later this year through a software update in all countries where HD Traffic is available.

For more information on TomTom HD Traffic go to: www.tomtom.com/hdtraffic