



## **TomTom Assigns Schools a New Way of Thinking**

### **TomTom announces partnerships with six European design schools across the UK, France and Italy**

**21st September, 2005** TomTom, Europe's leading navigation solution provider, today announces its partnership with six high-profile European design schools offering students the chance of winning an exclusive two-week work placement with Jessica Ogden.

As part of this collaboration, TomTom challenges students to design a bag specifically for TomTom's all in one navigation device, TomTom GO, extending the TomTom's accessories range to ensure they become the hottest, most desirable around.

In return, each country winner will receive a TomTom GO 700 to enjoy the TomTom navigation experience. The overall winning student will have the opportunity to work alongside Jessica Ogden and their design will be put into production.

TomTom's support of the design schools extends its association with the fashion world demonstrating its long-term commitment to the industry. TomTom's collaboration with Jessica Ogden at this year's London Fashion Show marked the beginning of a unique and exciting partnership and the design school collaboration will provide a broader range of accessories for our passionate customers.

Harold Goddijn, TomTom CEO said: "This is a fantastic way for TomTom to support young designers and really drive creativity. Technology is becoming more and more a part of everyday life and these students will have the opportunity to demonstrate how they see fashion influencing the ways in which we can make TomTom more appealing to the fashion-conscious audience as design and technology merges".

Each student will be able to draw inspiration from Jessica Ogden's London Fashion Week show which will be available to view on TomTom's dedicated fashion microsite – [www.tomtomdesign.com](http://www.tomtomdesign.com). The site will also contain all the latest news and information on both Jessica Ogden and the competition.

To ensure the creative juices are really flowing, TomTom will provide every design school with a TomTom GO to fully understand how it works and who it appeals to, so they can apply their own unique take on the TomTom brand.

A winner from each country will be chosen initially, with the announcement of the overall winner in February 2006.