



TomTom is the ONE for Volkswagen Polo

TomTom offers the TomTom ONE in partnership with Volkswagen in Portugal

June 2nd 2006, Portugal – TomTom, a leading personal and in-car navigation solution provider, has today announced collaboration with Volkswagen in Portugal to offer the TomTom ONE free as part of an exclusive promotion with the popular Polo model.

A special edition Volkswagen Polo called Polo GO will be launched in June offering the TomTom ONE in a very well-equipped car that comes with automatic air conditioning, alloy wheels, fog lights and much more, at a very competitive price.

The TomTom ONE ensures that Polo drivers in Portugal can enjoy all the benefits of TomTom's market leading navigation technology. With its ease of use, sleek design and complete portability, the TomTom ONE is a perfect fit with the Volkswagen Polo – affordable sat nav in an affordable car.

TomTom continues to develop its automotive arm and the deal with Volkswagen further demonstrates this strategy. With a quick to market introduction and the added benefit of easily upgradeable software, TomTom's navigation solution provides an attractive proposition.

“Our partnership with Volkswagen in Portugal highlights our continued success in the automotive market. This is another example of a high-profile collaboration, enabling TomTom to offer Polo drivers all the advantages offered by the TomTom ONE.” said Harold Goddijn, TomTom chief executive officer. “We continue to position ourselves as a serious proposition to the automotive market. With our market leading navigation, we can provide quick and easy installation at a very competitive price point.”

“The reason we have chosen TomTom is clear: they are leaders in the market and above all they have a heritage of conveying innovation and modernity. That's exactly what we need for our Polo communication”, said Ricardo Tomaz, Volkswagen Marketing Manager in Portugal.

The TomTom ONE delivers TomTom's award-winning technology in a slim, light design and ease of use, ideal for those new to navigation. It is the ideal addition to the Volkswagen Polo, small, light and attractive, just like the car!

In addition, the TomTom ONE delivers all the smart technology provided across the TomTom product offering. The Bluetooth connectivity enables users to easily download an array of additional services, courtesy of the TomTom PLUS package; features include TRAFFIC and safety camera information.

As the number one personal navigation provider, TomTom continues to develop partnerships with influential manufacturers and extend its reach and impact in the market.