



Fiat is the perfect fit for TomTom

~TomTom offers the TomTom ONE in partnership with Fiat in France~

June 22nd 2006, France – TomTom, a leading personal and in-car navigation solution provider, has today announced an exclusive promotion with Fiat France to offer the TomTom ONE with the popular Fiat Grande Punto model.

TomTom ONE is a perfect fit with the Fiat Grande Punto, providing users with a superior driving experience. By combining TomTom's cutting edge navigation technology with Fiat's automotive prowess, Grande Punto drivers can enjoy a comfortable, stress free journey.

The TomTom ONE delivers ease of use, sleek design and complete portability, the easiest way of travelling from A to B. This affordable navigation option compliments the stylish Fiat Grande Punto. For a limited time only, the Fiat Grande Punto is available with the TomTom ONE plus air conditioning, cruise control and alloy wheels. This exciting package is currently offered for 1400 euros.

TomTom continues to develop its automotive arm and the deal with Fiat 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.

"The adoption of the TomTom ONE for the Grande Punto demonstrates that car navigation can offer all the innovative features Grande Punto drivers would want at a great price point," said Antoine BURGUIERE, Fiat France, product marketing coordinator Fiat PC. "As the standard in personal navigation market, TomTom was the obvious choice for us to work with."

"Our partnership with Fiat France highlights TomTom's continued success in the automotive market. This is yet another example of a high-profile collaboration, enabling TomTom to offer Grande Punto 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 TomTom ONE promises TomTom's award-winning technology in a slim, light design and ease of use, ideal for those new to navigation.

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.