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Bookings in TomTom Automotive exceed EUR250 million Year to Date

IAA, Frankfurt, Germany, 15 September 2015 – [TomTom](#) (TOM2) today announces its bookings for 2015 so far exceeded €250 million, another record milestone for its Automotive business. TomTom has been investing in Automotive, through its new future proof map platform and its modular product portfolio. The scalability, efficiency and flexibility this delivers is gaining significant interest.

“It’s proving to be another great year for TomTom in our Automotive business as we continue to make impressive progress,” says Harold Goddijn, CEO of TomTom. “Bookings for this year so far exceeded €250 million, which, together with earlier secured orders, will support growth in our Automotive business from 2016 onwards. This level of order intake is substantially higher than in previous years, and is a good indication that our strategy in automotive is taking hold. This is an exciting time for the industry and we will continue to innovate to play a significant role in shaping the future of the automotive industry”.