



TomTom & Jessica Ogden Announce Collaboration

Starting with London Fashion Week TomTom partners with Jessica Ogden for a series of fashion lead projects

01 September, 2005 TomTom, Europe's leading navigation solution provider, today announces its partnership with fashion designer, Jessica Ogden. This collaboration marks the first time a satellite navigation company has linked with the fashion world.

Harold Goddijn, TomTom CEO said: "Like TomTom, Jessica is a thought leader in her field and is a perfect match for TomTom. The strength of our technology has always been key to our leadership position in navigation solutions. Our partnership with Jessica demonstrates our desire to establish a greater personal connection between consumers and the TomTom brand, thus making navigation accessible to all.

The exciting partnership between TomTom and Jessica Ogden will highlight the synergy between the two names - TomTom adopts a personal, stylish, innovative and easy to use approach, which works well with Jessica Ogden whose label is synonymous with creativity and ease-of-wear. Jessica's work with TomTom will allow the fashion conscious audience to view TomTom not only as essential for getting around, but something truly personal that users will want to take with them wherever they GO.

The pinnacle of the partnership will be TomTom's sponsorship of Jessica Ogden's much anticipated show at this year's London Fashion Week. At the show, Jessica will showcase a specially designed limited edition handbag, made specifically for the fashion savvy consumers of the TomTom GO or TomTom MOBILE 5.

As TomTom is devoted to the personalisation of its products, it has set up competitions with top design schools across the UK, Italy and France through which an aspiring designer will have the chance to design a bag for a TomTom product and win a work placement with Jessica at the Jessica Ogden studio in London. The winner will be selected by a judging panel which will include Jessica Ogden.

Jessica Ogden confirmed: "I enjoy working with found fabrics and traditional techniques for each of my collections, however I am also quick to adopt new technology when it makes life easier. TomTom's products are easy-to-use and make finding your way wherever you want go hassle free. I am looking forward to designing a range of accessories to add a fashionable yet functional element to TomTom GO and TomTom MOBILE 5."

Jessica Ogden will show at London Fashion Week on 19 September 2005.