



Fiat Punto Evo to feature "Blue&Me – TomTom": the new integrated infotainment system for Fiat drivers from Fiat and TomTom

Amsterdam - 31 August 2009 - Fiat Group Automobiles and TomTom announce that the two companies have jointly developed an integrated portable navigation solution: Blue&Me – TomTom. This solution, which is the result of a partnership between the two companies, will be showcased for the first time in the new Fiat Punto Evo at the upcoming IAA Motorshow in Frankfurt, Germany. The Blue&Me – TomTom will deliver Fiat drivers the latest, award winning TomTom portable navigation technology by integrating it into multiple car models of Fiat Group Automobiles.

The partnership has resulted in the tightest integration between a portable navigation device and a car the industry has ever seen and is offering the most optimal driving experience by providing cutting-edge technologies to the market. With Blue&Me – TomTom, Fiat is answering customer demand for flexible and user-friendly navigation solutions thanks to TomTom's expertise in products that are easy to use and updateable.

Blue&Me - TomTom will offer the latest features available on TomTom devices, such as IQ RoutesTM for the fastest route and accurate arrival times. The new system also incorporates Fiat's "eco:Drive Info" for real time information on driving style and useful suggestions for reducing environmental impact and optimising consumption by changing gear and using the accelerator to suit the nature of the route.

Lorenzo Sistino, CEO of Fiat Automobiles, said, "Blue&Me–TomTom is a fully integrated infotainment system that lets you manage telephone, navigation and driving information on an easy to use colour touch-screen."

"We are thrilled to work with such a leading car manufacturer and we look forward to see our partnership grow in the future," said Harold Goddijn, CEO of TomTom. "This deal marks another important step in our automotive strategy and is incomparable in the automotive industry. For the first time ever a new car will offer the latest navigation innovations available."

Further details on the solution will be fully revealed at the IAA Motorshow in Frankfurt, Germany which runs from 17-27 September, 2009, with press days on 15-16 September.