



TomTom To Deliver the World's First Embedded Portable Navigation Solution Directly To Car Manufacturer

New Toyota Yaris to feature unique TomTom device

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TomTom, the largest portable navigation solutions provider, today at the IAA auto show in Frankfurt Germany, announced the availability of the world's first embedded portable navigation device at a car manufacturer. The latest Toyota Yaris will come with the option to include a TomTom portable navigation device as part of the Yaris' built-in radio system.

This new solution offers the best of both worlds. Users can benefit from all the advantages of TomTom's easy-to-use portable navigation user experience, while the embedded system fits seamlessly into the radio which is part of the Toyota Yaris dashboard.

TomTom's embedded offer provides full audio integration with the car speakers for high quality audio when using spoken instructions, or making hands-free phone calls. Toyota customers can now enjoy all the benefits of TomTom, including map and software updates, portability, and access to TomTom's content and services available through TomTom's free software application TomTom HOME.

"Bringing our extensive navigation experience and insight into the automotive industry is an integral part of our long term business strategy. The embedded solution offers an affordable and improved user experience to customers and we are delighted to launch this industry first with leading automotive manufacturer Toyota," says Harold Goddijn, TomTom's CEO.

As the leading portable navigation solutions provider, TomTom can offer a whole range of benefits compared to traditionally embedded navigation systems, such as:

- An improved user experience from an entirely portable device with its built-in battery and speaker
- An affordable offering for end-customers
- The possibility to update and upgrade the device to keep up with the latest maps and technologies
- Access to content and services provided by TomTom's unique portfolio of content and services, managed through TomTom HOME, such as traffic updates. TomTom HOME is TomTom's free software application enabling users to manage, download, store and transfer content from their computer onto their TomTom device