



## TomTom Business Solutions helps local resellers to boost sales

**Amsterdam – Paris, 31 January 2012** – TomTom Business Solutions today at the IT Partners reseller show in Paris (booth D83) launches its new Sales Partner Programme, further strengthening a Europe-wide network of local reseller partners.

The incentivised programme offers partners a chance to share in TomTom Business Solutions' continued growth. It enables them to enjoy healthy margins and generate additional revenue to further grow their business.

*"We continue to build and strengthen our network of local reseller partners, providing customers with outstanding local service and support,"* said Thomas Schmidt, Managing Director TomTom Business Solutions.

*"This is an ideal opportunity for partners to grow with TomTom and benefit from the opportunities presented by an ever-expanding market, working with a recognised global brand."*

TomTom's resellers play a vital role in the success TomTom has in fleet management services. Local partners are closest to the customer, allowing them to better deliver value added services such as product installations, first-line support, training or system integration.

Introduction of the new programme comes hot on the heels of TomTom's landmark achievement in providing its award-winning fleet management system to its 15,000th business customer.

TomTom Business Solutions now provides fleet management to more than 180,000 vehicles supported by a network of local reseller partners across 21 countries.