



## **TomTom GO all-in-one car navigation devices launch in Australia**

### **Australian operations – first office in Asia Pacific**

**Sydney, 14 June 2005** TomTom, a leading provider of personal navigation products and services, today announced the Australian launch of its award-winning TomTom GO all-in-one portable car navigation devices, plus the opening of its first Asia Pacific operations in Sydney, Australia.

Now Australians can find their way like a local – wherever they are – thanks to TomTom's Australia wide maps providing door-to-door spoken and on-screen instructions anywhere from Sydney to Melbourne, Hobart to Perth and every address in between – just tap in your destination on the touch-screen and off you go. TomTom is the smart and easy way to get users from A to B, whatever the destination.

Australia currently has the world's second-highest car driving ownership rate, with 59.8% of Australians owning two cars or more, and 80% of motorised travel made up of private vehicles. Australians also perform an estimated 53.4 million private transport trips per week. Australians love affair with driving means that the ability to move a TomTom from one car to another, combined with its stylish and compact nature, is in a prime position to take advantage of the burgeoning market.

"The world is constantly on the move and the new TomTom GO range ensures that people have a smart, easy-to-use car navigation solution to help them stop searching and start finding," Harold Goddijn, TomTom's chief executive officer. "No other navigation system delivers this much performance and so many cutting edge features at the price points that TomTom GO offers."

"We hope to replicate the outstanding success that we've garnered in the European market where we've captured 65% market share," said Goddijn.