



Blue&Me - TomTom, the new integrated infotainment system for Fiat drivers, is launched

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TomTom navigation solution fully integrated with Fiat's vehicle electronic system (Blue&Me)

Amsterdam— 15 September 2009 - TomTom today unveils all details of the Blue&Me – TomTom, an integrated infotainment system with a portable navigation device co-developed with Fiat Group Automobiles. The Blue&Me – TomTom will deliver award-winning navigation technology to Fiat drivers by integrating it into multiple car models of Fiat Group Automobiles.

"This example of joint innovation will offer the best navigation solution to drivers in an in-car application, improving road safety, reducing negative effects on the environment and reducing stress for drivers," said Giles Shrimpton, TomTom's Managing Director Automotive. "The fact that the device will display the TomTom logo is testimony to our reputation for excellent navigation in an industry where automotive manufacturers rarely allow other logos to appear in their cars."

Developed to work seamlessly with the Blue&Me infotainment system, the device -- thanks to the collaboration of Magneti Marelli that supported its integration -- is an ideal addition to the dashboard and gives the driver even more from their navigation solution. As a result, it incorporates unique features designed to make the navigation experience simple, safe, effective and enjoyable.

- **Steering wheel button control** allows drivers to control the device without having to take their hands off the steering wheel.
- **Hands-free calling** means that users can operate their mobile phone via Blue&Me and the voice of the caller is transmitted via the car speakers.
- **eco:Drive Info** gives real-time information on driving style and suggestions for reducing environmental impact and optimising fuel consumption.
- **Low fuel warning** will show the driver the nearest petrol station when the Blue&Me system detects a low fuel level in the tank.
- **Enhanced trip view** gives drivers a clear view on all trip information, including average speed, fuel consumption and mileage driven at a glance.
- **Specially-designed customisations**, including start-up screen, Points of Interest, icons and menus. A special Points of Interest category shows petrol stations that offer natural gas.
- **TomTom's unique technologies, like IQ Routes™** to give drivers the confidence they have the fastest route, whatever the time or day.*

The device is integrated into the car through a dash dock, developed and produced by Magneti Marelli, which guarantees safety and stylish integration, and from which the device can be easily removed for use in other cars.

The Blue & Me – TomTom will offer maps of 45 European countries**. It will be available in Q4 2009.

Users will be able to update their device regularly by connecting to a co-branded version of TomTom HOME desktop software. This will also give them the opportunity to get new maps and content, including voices, POI sets, splash screens and icons.

The Fiat Punto Evo will be the first car model to offer Blue&Me - TomTom, with the solution later extended to other cars.

You can check out the Blue&Me – TomTom solution on the Fiat stand at Hall 6 of the IAA Motorshow in Frankfurt, from 17 – 27 September.

*TomTom IQ Routes applies the historical travel time experience of millions of drivers to calculate the fastest route possible. The technology is based on historical speed measurements for every time of day, one for every road segment, from large motorways to small local roads. In up to 35% of all cases, the use of IQ Routes results in driving a faster route, saving significant travel time as well as money and fuel.

**Turkey, Andorra, Austria, Belgium, Denmark, Spain, Finland, France, Germany, Gibraltar, Greece, Ireland, Italy, Liechtenstein, Luxemburg, Malta, Monaco, Netherlands, Norway, Portugal, San Marino, Sweden, Switzerland, United Kingdom, Vatican City, Bulgaria, Estonia, Latvia, Lithuania, Poland, Czech Republic, Slovenia, Slovakia, Hungary, Croatia, Russian Federation.

Connecting roads: Albania, Bosnia-Herzegovina, Macedonia, Moldavia, Montenegro, Romania, Serbia, Ukraine, Belarus.

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About TomTom

TomTom NV is the world's leading provider of navigation solutions and digital maps. TomTom NV has over 3,300 employees working in four business units – TomTom, Tele Atlas, AUTO and WORK.

TomTom's products are developed with an emphasis on innovation, quality, ease of use, safety and value. TomTom's products include all-in-one navigation devices which enable customers to navigate right out of the box; these are the award-winning TomTom GO family, the TomTom XL and TomTom ONE ranges and the TomTom RIDER. Additionally, independent research proves that TomTom products have a significant positive effect on driving and road safety.

Tele Atlas delivers the digital maps and dynamic content that power some of the world's most essential navigation and location-based services (LBS). Through a combination of its own products and partnerships, Tele Atlas offers digital map coverage of more than 200 countries and territories worldwide. The AUTO business unit develops and sells navigation systems and services to car manufacturers and OEMs. WORK combines industry leading communication and smart navigation technology with leading edge tracking and tracing expertise.

TomTom NV was founded in 1991 in Amsterdam and has offices in Europe, North America, Middle East, Africa and Asia Pacific. TomTom is listed at Euronext Amsterdam in The Netherlands. For more information, go to www.tomtom.com & <http://investors.tomtom.com/index.cfm>.