



## TomTom wins green award for innovation

**London, 18 October 2011** – TomTom has been awarded the IT innovation accolade at the **2011 GreenFleet Awards for its WORKsmart<sup>TM</sup>Eco solution**, which helps companies to **reduce fuel consumption** and the carbon emissions of their vehicle fleets.

*"This award demonstrates our leadership in fleet management and recognizes our products and solutions as best-in-class," said Giles Margerison, TomTom Business Solutions' Director, UK & Ireland. "Achieving success in such a highly regarded awards programme is a real achievement and we are delighted to be recognised for the immediate impact we can make to businesses with our easy-to-deploy solutions".*

WORKsmart–Eco reduces the environmental and financial costs of mobile workforces by providing concise information to both managers and drivers alike, giving them the visibility and control to promote **greener, safer and more cost-efficient businesses**.

The 2011 GreenFleet Awards were sponsored by O2 and presented by impressionist and comedian Alistair McGowan.

### About WORKsmart–Eco

WORKsmart – Eco gives businesses the tools to promote and easily monitor eco-friendly driver behaviour.

With it they can benchmark their fleet for improved efficiency while employees can improve their own driving performance in real time through indicators on their navigation device, whilst finding the smartest, most fuel-efficient, routes to their destinations.

The WORKsmart – Eco system includes the ecoPLUS device, which feeds data directly from a vehicle's engine to give managers a real-time view of the fuel efficiency of every fleet vehicle, showing where and when fuel was wasted.

OptiDrive displays management performance indicators for speeding, fuel efficiency, idling and braking – all on one easy-to-read indicator bar in the fleet management WEBFLEET software system. In addition, Active Driver Feedback gives employees live feedback on their performance, such as fuel efficiency, excessive steering and braking, on their in-cab PRO navigation device.