



October 2, 2014

Toyota extends deal with TomTom

Paris Motor Show, 2 October 2014– TomTom (TOM2) today announced that it has agreed to extend its supply of traffic information to Toyota Motor Europe beyond 2016 to 2018. Toyota drivers will have access to TomTom Traffic and Places across the entire range*.

“We are happy to extend our long standing relationship with Toyota,” said Jan-Maarten de Vries, VP Automotive at TomTom. “Having a quality traffic service is increasingly important for today’s drivers. TomTom’s accurate and up-to date information about the road ahead helps Toyota continue to meet the needs of their customers.”

TomTom is a global leader in traffic, with over five billion traffic measurements a day. This unique insight into traffic flow and incident data helps millions of drivers around the world get where they want to be faster, by delivering an accurate update of the current traffic situation.

TomTom will work in partnership with Harman to integrate TomTom Traffic into Touch2 with GO, and Touch2 with GO+.

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