



Dazzling Success of the TomTom GO Range Underpins TomTom's Receipt of 2006 Frost & Sullivan Automotive Telematics & Infotainment

The 2006 Frost & Sullivan Automotive Telematics & Infotainment Product of the Year Award is presented to TomTom NV for its TomTom GO range of products. This range has revolutionised the automotive sector, particularly the aftermarket, while firmly establishing TomTom as the undisputed market leader among competing portable navigation systems.

Initially, despite the increased need for navigation, the prohibitively high cost of embedded systems dampened penetration rates. The introduction of the TomTom GO in 2004, however, fundamentally transformed the European in-car infotainment systems aftermarket into a billion-euro industry.

Priced at one-third of the cost of embedded systems, the integrated transferable TomTom GO navigation range experienced rapid uptake. Since the launch of the TomTom GO in 2004, the GO range has dominated the market with sales of over 1.5 million and a share of over 50% in the European market.

The TomTom GO is an easy-to-use, integrated device that combines the conventional features of an embedded navigation system such as information on traffic, weather and points of interests (POI) along with the advantage of portability from car to car. This, together with its cost competitiveness and ease of use, has propelled TomTom to the top of the European aftermarket whilst firmly establishing portable navigation as the leading product segment in the aftermarket.

"TomTom's GO series perfectly blends advanced technology with inputs from consumer insights and delivers systems that are a perfect mix of user friendliness with technically advanced features," comments Frost & Sullivan Research Analyst Shyamsundar Anandhan. "Its cost competitiveness coupled with its transferable nature and unique features have made the TomTom GO series a clear winner."

Unique features such as touch screen interface, hands-free calling through Bluetooth, remote control operation and speed of route re-calculation have given the TomTom GO range a competitive edge in the portable navigation segment. Further distinguishing the range from its competitors have been key features such as quality map data and dynamic re-routing.

Perceptive marketing strategies have also underlined TomTom's competitive success. Strategic collaborations with top original equipment manufacturers (OEMs) to market the TomTom GO products have increased the company's product visibility across all countries in the region.

At the same time, focused advertising and promotional ventures have promoted the TomTom GO range as the optimal product for mass-market vehicles. Despite the presence of similar systems in the aftermarket, therefore, customers have perceived only the TomTom GO range as being ideal for in-car navigation.

"This is a fantastic accolade for TomTom, demonstrating our success in the automotive market. A commendation from Frost & Sullivan endorses the continued hard work and effort of the dedicated TomTom automotive team," said Harold Goddijn, TomTom's CEO.

TomTom recently became the first personal navigation device to be professionally installed into a new car (at factory stage). The partnership with Toyota marked a world first, with the TomTom GO 500 installed on the AYGO with specific customisation for Toyota. Furthermore, Opel partnered with TomTom to create a special edition Corsa, advertised and available in ten European countries. In 2005, these groundbreaking deals helped to solidify TomTom's status as a heavyweight in the automotive arena.

The availability of value-added services has further improved customer acceptance and marketability in the aftermarket. The TomTom PLUS service provides live traffic information, safety cameras, additional POIs and weather updates that customers can readily download onto their systems. Such continuous innovation, in line with customer requirements, has been TomTom's strength and has supported the strong market performance of its TomTom GO range.

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