



## TomTom Introduces Lifetime Traffic Updates in North America

*~Feature to be incorporated in wide range of TomTom devices throughout 2010~*

**Concord, MA – 7 January 2010** – TomTom, the world's leading provider of navigation solutions and digital maps, today announces that it will offer Lifetime Traffic Updates, a new feature that allows customers to automatically receive traffic updates during the useful life of the device. This feature will be incorporated into a range of TomTom products in 2010 and will deliver accurate, reliable, traffic data directly to the user's TomTom device.

"Traffic is one of the most common inconveniences every driver experiences," said Jocelyn Vigreux, president of TomTom Inc. "Now, using Lifetime Traffic Updates, TomTom users can always travel confidently knowing they will be alerted to the most current traffic information."

The service combines real-time speed data from over one million drivers across North America - including commercial fleets and regular drivers with GPS systems - combined with information from DoT and Proprietary Traffic Cameras, DoT Speed Sensors, Airborne/Mobile Spotter Vehicles, Digital Scanners that cover many local emergency services, Police Callouts, and Traffic "Tip Lines".

Users will receive traffic updates through a traffic receiver that is innovatively designed into the device's power cord. By simply connecting the TomTom device to the power cord, users will be automatically alerted to traffic situations en route, such as traffic jams or accident delays.

Traffic alerts are clearly displayed in the traffic bar on the right hand side of the screen and more detailed information can be found in other dedicated screens. Additionally, users will receive audible traffic notifications concerning any changing traffic conditions that arise along their route. TomTom Lifetime Traffic Updates include incident data - such as accidents, road construction and closures - and accurate traffic flow speed data. Traffic coverage is provided nationwide, covering 93 metropolitan markets including four cities in Canada.

### **The Most Optimal Routing Available**

Lifetime Traffic Updates will also leverage TomTom's proprietary IQ Routes™ Technology, which enables users to always drive the smartest and most efficient routes, whenever or wherever they go. IQ Routes Technology calculates routes based on historical speed measurements for every time of day and for every road segment, from large highways to small local roads. With TomTom Lifetime Traffic Updates and IQ Routes Technology, users will be alerted to traffic situations that arise on their route and will be given the fastest alternate route to get to their destination.

### **Availability**

The new Lifetime Traffic Updates will be bundled with a range of TomTom devices starting in early Q2, 2010.

For more information, terms and conditions and FAQ, please visit [www.tomtom.com](http://www.tomtom.com)