



September 25, 2012

TomTom appoints Harald Bohn as SVP Automotive Sales

~ NAVTEQ's sales leader joins TomTom ~

Amsterdam, September 2012 – TomTom today announces that Harald Bohn has been appointed Senior Vice President of Automotive Sales. Harald will be responsible for leading TomTom's global automotive sales operations. Harald joins from NAVTEQ where he was Vice President of Vehicle Sales.

Harald brings 26 years of automotive sector experience to TomTom, gained in both technical and commercial roles. At NAVTEQ since 2004, Harald was responsible for driving business growth within the automotive sector. He strengthened relationships with leading car manufacturers and system suppliers, created new partnerships and established new channels and business models.

"Harald will play a crucial role as we strengthen and grow our automotive business in the future." said Harold Goddijn, Chief Executive Officer of TomTom. "He brings valuable insight into the automotive sector and a deep understanding of our industry. With 26 years of automotive experience, Harald has the knowledge and capabilities to take our business to the next level."

Harald started his automotive career in 1986 with technical roles at DEKRA and Saab. In 1991, he joined LuK as a Sales Engineer which marked the start of his commercial focus. Harald joined Eaton / Delphi in 1993 where he was Director of Sales and Marketing for Europe before joining NAVTEQ in 2004.