



July 6, 2016

Latin American Telematics Provider Ituran Road Track (IRT) Chooses TomTom Maps and Navigation

Sao Paulo – Brazil, 6 July 2016 – [TomTom](#) (TOM2) today announced that IRT - Ituran Road Track, a joint venture between Ituran (NASDAQ: ITRN) and Road Track, the largest automotive OEM telematics service provider in Latin America, has chosen TomTom as the map and navigation software provider to power their OEM Telematics Solutions.

As part of the agreement, TomTom will provide IRT with automotive grade digital maps along with TomTom's innovative and modular navigation software, NavKit. Additionally, the agreement encompasses online navigation services including maps, search and routing services. IRT will incorporate these components in its core Telematics solutions offering currently being deployed in Brazil and Argentina.

"TomTom was the obvious choice to power this OEM Telematics solution," said Pablo Gomez, CEO of Road Track. "TomTom has an excellent technology stack which turned out to be the perfect match for our Telematics services platform".

"We are extremely pleased to be working with Ituran Road Track to bring TomTom's industry-leading maps and navigation solutions to their customers in Latin America," said Antoine Saucier Managing Director of TomTom Automotive. "Its fantastic presence and penetration in this market will help us to accelerate our growth and development in the region."

- Ends -