



TomTom Refreshes Corporate Identity to Reflect Its Expanding Position and Portfolio

5 February 2007, Amsterdam: TomTom, the world's largest navigation solution provider, today unveils its new corporate identity with a new logo.

The new identity retains all of TomTom's unique brand values for consumers. At the same time it better reflects the full portfolio of navigation, tracking & tracing and traffic solutions that TomTom offers consumers, businesses and governments.

The logo is an evolution of the current logo and consists of the word 'TomTom' spelled in black, capitalised letters and features TomTom's famous red hands embracing a transparent ball.

"TomTom has become a well-established global company and the leading brand in portable navigation solutions in just a few years, says Alexander Ribbink TomTom's Chief Operating Officer. "The new logo reflects these changes and symbolises TomTom's care for its customers, its hands-on mentality and its passion for the best, high quality navigation products and services. It also supports our continued expansion into new markets like fleet management and traffic solutions, whilst strengthening our position as the most preferred navigation brand by consumers.

Starting March, the new logo will gradually be introduced in all materials.