TomTom

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Book and trust your favourite taxi drivers with new TomTom Taxi Booking app

~ TomTom Taxi launches free Taxi Booking app for iPhone ~

Amsterdam, 5 February 2013 – From today, people in Amsterdam and Rotterdam can book a taxi with a free TomTom Taxi Booking app for iPhone. Passengers can request a taxi with just one click and immediately receive the name and profile of the driver, details of the car and its precise time of arrival. App users will be shown the most efficient route to the destination based on TomTom's routing and traffic technologies.

After the ride, people can add drivers to their 'trusted drivers' list, which will reward them with priority for future rides. Their 'trust', and that of others, will be added to the driver's profile, which is visible to all app users. Highly trusted drivers will receive more ride requests and build a network of loyal customers.

"*We believe that together with passengers and drivers we can create a taxi market that is personal and reliable.*" says Steven Blom, TomTom Taxi. *"By offering all relevant information and choices prior to and during the journey, everybody knows what to expect. Our aim is for every taxi ride to be an enjoyable experience."*

The TomTom Taxi Booking app is the latest addition to the family of products designed to serve the taxi community. In 2012 TomTom introduced the Taxi Assistant, a navigation device for taxi drivers which can receive ride requests, and the Taxi Butler, a device enabling venues such as hotels, restaurants and office receptions to order taxis with just one click.

TomTom Taxi is extending the coverage of the service to other Dutch cities by working together with local taxi companies and quality individual taxi drivers. The Android version of the application will be available soon.

To find out when the TomTom Taxi service is available in your city please check facebook.com/tomtomtaxi, twitter.com/tomtomtaxi, or the website: www.tomtomtaxi.nl.