



TomTom and Tracker bring best in class fleet management solutions and leading security services to South African business

TomTom appoints Tracker as its distributor and reseller in South Africa to deliver value added services

Amsterdam, 19 May 2011 – TomTom today announces a strategic partnership with Tracker, South Africa's leading vehicle tracking provider. Tracker will distribute and resell a range of TomTom Business Solutions products and services in South Africa. The new and innovative product offering -Tracker Fleet, powered by TomTom - helps South Africa's businesses to keep their commercial vehicles efficiently and securely on the move.

"This is a very important milestone for TomTom Business Solutions in partnering with South Africa's leading vehicle tracking company. Tracker's established brand position and market access combined with our easy to use fleet management solutions with proven ROI bring tremendous value to fleet owners in South Africa. Together we will help businesses be more efficient, improve customer service levels and keep staff and vehicles safe on the road," says Thomas Schmidt, Managing Director of TomTom Business Solutions.

"We are very proud of being able to partner with a world-class organization such as TomTom. Not only does it illustrate Tracker's desire to offer best-of-breed technology and services to our customers, but it illustrates the regard we are held in by a major global technology company. We believe that strategic partnerships and smart alliances are the key to unlocking real value for both our customers and shareholders alike," says Alan Hutcheson, Tracker's Chief Executive Officer.

South Africa's fleet owners can now tap into the proven WORKsmart™ fleet management solution and Tracker's wide portfolio of security services. Tracker will complement our out-of-the-box solutions with a range of vehicle monitoring and security services to its customers, focusing predominantly on Stolen Vehicle Recovery (SVR). Tracker has its technology installed in some 650,000 vehicles of which over 65,000 are commercial vehicles.