



Companies to take control of fuel cost and fleet safety with new TomTom vehicle tracking device

Amsterdam – Birmingham, 24 April 2012 – TomTom's new LINK 510 vehicle tracking and communication device helps businesses to contain the rising cost of fuel. Presented today at the Commercial Vehicle Show in Birmingham, the LINK 510 offers greater control over driving efficiency for every car, van or truck by monitoring driver behaviour, as well as the vehicle's position and movement.

Transport companies can use TomTom LINK 510 to report fuel consumption, over-revving and fuel levels by utilising a truck's standard fleet management system (FMS) interface. This allows detection of fuel drops and refills triggers automatic notifications to help managers detect incidences of fuel theft, which has become a growing concern for businesses across Europe.

"The latest LINK device highlights our commitment to constant innovation, providing easily implemented products which offer a significant boost to businesses' bottom line," said Thomas Schmidt, managing director TomTom Business Solutions.

"The soaring cost of fuel has made it the number one concern for many fleet operators and the LINK 510 builds on TomTom's existing product portfolio to give them even greater power to improve efficiency, monitor driver behaviour and deliver cost savings."

"We believe that every company that uses vehicles for business will become more profitable by putting the LINK 510 at the heart of their vehicles."

The slim line device can be quickly installed into any vehicle and works alongside TomTom's online fleet management system WEBFLEET® to provide detailed reports on all aspects of vehicle utilisation and driver behaviour. TomTom vehicle tracking has a proven track record in delivering businesses significant efficiency gains and increased billable time of their mobile workforce. Used with a TomTom PRO navigation device it also offers job dispatch, ETA communication and working time management functionality.

Custom features to enhance security and remote vehicle monitoring are made available through integration with the digital inputs and output of the LINK 510. This would enable businesses for example to protect high value cargo by setting a vehicle's cargo doors to unlock only in authorised zones.

TomTom LINK 510 is available across Europe as of 1 May 2012 via certified resellers of TomTom Business Solutions. Recommended retail price is EUR 319 or GBP 249, excluding value added taxes.