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TomTom Announces Sponsorship of Nuon Solar Team in the World Solar Challenge

Amsterdam, 30 September 2015 European tech firm, [TomTom](#) (TOM2), today announced its support of the [Delft University of Technology-based team](#) in the Bridgestone [World Solar Challenge](#). TomTom will be providing the 15 students with its flagship products to help them towards victory. The team is this year defending its world title in the race, laying the foundations for the future of driving, and inspiring the next generation of drivers.

The World Solar Challenge is a friendly global competition which will take participants on a 3,000 kilometre solar-powered vehicle journey across Australia from Darwin to Adelaide. It starts on 18 October 2015, with participants battling to finish the race in the fastest time. The Dutch team is taking part for the eighth time, with their solar-powered vehicle, [Nuna8](#), competing in the '[Challenger Class](#)'.

Corinne Vigreux, co-founder of TomTom and managing director, Consumer, said: "When the opportunity arose to support a project that so boldly highlights innovation and points to the future of driving, we jumped at the chance to help. The Nuon Solar Team brings together cutting edge technology and a collection of bright young people, to do something extraordinary – so we're delighted that TomTom can play an active role in their quest for success. We wish all of the participants the best of luck on their adventure."

World-famous sailor Bouwe Bekking, team coach of the Nuon Solar Team, said: "We're incredibly thankful for the support that TomTom is offering to us. We're looking forward to TomTom's innovative technology taking some of the headaches out of our mission, as we battle for the world title."