



## TomTom ecoPLUS™ - helping businesses win the battle to cut fuel costs and reduce CO2

**Amsterdam, 22 September 2010** – TomTom today announces the new TomTom ecoPLUS™, a device which provides businesses with a cost effective, and scalable way to access reliable data giving them the means to measure and reduce their fuel costs and carbon footprint. ecoPLUS™ can be installed within minutes on all types of vehicles.

Launched today by TomTom Business Solutions, the business unit of TomTom dedicated to commercial vehicle fleets, ecoPLUS™ provides WEBFLEET® with data taken directly from the vehicles giving fleet managers back in the office the ability to measure and benchmark fuel efficiency and carbon footprint data allowing them to take any remedial action required.

*"For any commercial fleet manager, the twin aims of cutting fuel costs and reducing their carbon footprint are right at the top of the agenda. With ecoPLUS™ we provide an easy solution that works out of the box, on the wide variety of vehicles that today's commercial fleets consist of"* says Thomas Schmidt, Managing Director of TomTom Business Solutions.

Real time vehicle data provided in WEBFLEET® includes fuel consumption, CO2 emission, RPM, gear and idling allowing fleet managers to view performance at any given time of the journey. The WEBFLEET® dashboard and reporting functionality help measure performance against targets set.

TomTom ecoPLUS™ forms a part of the WORKsmART™ solution that helps businesses to optimise vehicle utilisation and encourage eco-friendly driving behaviour, thus reducing both distance travelled and fuel consumption. ecoPLUS™ uses information available from the vehicle and sends this via Bluetooth to the in-car TomTom LINK 300/310, which in turn relays the information instantly to fleet managers using TomTom WEBFLEET®.

### Availability and pricing

The new TomTom ecoPLUS™ will be made available during the fourth quarter of 2010 via authorised business partners.

TomTom ecoPLUS™ will be priced at ~~£149~~ / £129 (RRP ex VAT).