



TOMTOM AND HERTZ PARTNER TO ENSURE DRIVERS ARE NEVERLOST

Amsterdam, Uxbridge, 9 September 2011 - TomTom, the world's leading provider of in-car location and navigation products has partnered with Global car rental provider Hertz, to offer vehicle rental customers across Europe the latest edition of the **Hertz NeverLost® satnav system**.

NeverLost 4 is based on the TomTom **Via 120 EU** with its unique **dynamic routing**; providing customers the fastest route to their destination based on the latest traffic situation. The navigation devices can be booked in advance when making a reservation at www.hertz.com or by phone.

Corinne Vigreux, Managing Director, TomTom, added: *"In Europe TomTom generates real time traffic information from a network of over 80 million probes. By giving Hertz NeverLost® access to this information via LIVE Services, drivers can dynamically route around traffic and make sure they arrive at their destination in the fastest possible way."*

Michel Taride, President Hertz International and Executive Vice President, Hertz Corporation, commented: *"At Hertz, we are committed to investing in innovative products and services as well as working with partners who are leaders in their field to provide our customers with an enhanced driving experience. By partnering with TomTom for our next generation of NeverLost®, we are able to provide customers with real-time traffic information, up-to-date maps and weather reports, so that wherever they're going they arrive in a swift and stress-free way."*

The navigation devices, branded Hertz NeverLost®, will be made available to Hertz customers in over 700 major airports and cities across 17 countries in Europe*. Over 3500 units are being rolled out over the next 24 months.

The portable system features an easy-to-use touchscreen, turn-by-turn directions in 45 languages, and a large database of pre-programmed locations, allowing customers to navigate with confidence. The units incorporate TomTom's LIVE Services such as HD Traffic, which guides drivers through traffic jams, information via Local Search with Google, and weather reports.

Specially designed for Hertz customers, the Hertz NeverLost® satellite navigation system was initially launched in Europe in November 2005.

* The Hertz NeverLost® 4 system is available in the following countries: Austria; Belgium; Czech Republic; Denmark; Finland; France; Germany; Ireland; Italy; Luxembourg, the Netherlands; Norway; Portugal; Slovenia; Spain; Sweden; Switzerland; UK.