KIA MOTORS EUROPE SELECTS TOMTOM LIVE SERVICES

Monday 2 March, 2015

TomTom today announces a new deal with Kia Motors Europe to integrate its state-of-the-art connected services in new Kia cars. Through the partnership beginning in summer 2015 with the Kia cee'd and Kia Optima, Kia customers will benefit from the delivery of TomTom's connected services at no additional cost for seven years after the purchase of a new Kia model.

Kia drivers will now benefit from TomTom's services, including TomTom Traffic, Speed Cameras, Local search and Weather. TomTom's services will help Kia drivers to save time on the road by identifying the fastest route for each journey using accurate traffic information. They will also receive alerts about fixed and mobile speed cameras, as well as location-centric information on local shops, services and businesses, and prevailing weather reports.

"We know Kia drivers are increasingly requesting connected, in-car services. By choosing TomTom's LIVE services, we can meet this demand, free of charge for seven years," said Artur Martins, VP Marketing, Kia Motors Europe. "Drivers across Europe and Russia will now have access to real-time information which we believe will enhance the safety, comfort and enjoyment of every journey."

"We are excited to begin a new partnership with Kia to deliver a range of connected services for their cars across Europe and Russia," said Ralf-Peter Schäfer, VP Traffic & Travel Information Services, TomTom. "By integrating our comprehensive suite of services, Kia drivers are able to make more informed choices on every journey."

For more information on TomTom connected services, visit www.tomtom.com.

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Notes to Editors:

TomTom Traffic & Travel Information services will gradually be introduced in the following Kia models: Picanto, Rio, cee'd, cee'd SW, Soul, Venga, Sportage, Carens, Optima and Sorento. TomTom's services will be delivered to the on-board navigation systems via smartphone tethering, encoded as standard TPEG over IP, using OpenLR location referencing.

For Further information:

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About TomTom

TomTom (TOM2) empowers movement. Every day millions of people around the world depend on TomTom to make smarter decisions. We design and develop innovative products that make it easy for people to keep moving towards their goals. Best known for being a global leader in navigation and mapping products, TomTom also creates GPS Sport Watches, as well as state-of-the-art fleet management solutions and industry-leading location-based products.

Our business consists of four customer-facing business units: Consumer, Automotive, Licensing and Telematics.

Founded in 1991 and headquartered in Amsterdam, we have 4,000 employees worldwide and sell our products in 46 countries.

About Kia Motors Europe

Kia Motors Europe is the European sales, marketing, and service arm of the Kia Motors Corporation. With its headquarters in Frankfurt, Germany, it covers 30 markets in Europe.

About Kia Motors Corporation

Kia Motors Corporation (www.kia.com) – a maker of quality vehicles for the young-at-heart – was founded

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in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 2.7 million Kia vehicles a year are produced in nine manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 150 countries.

Kia today has over 47,000 employees worldwide and annual revenues of US $42 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA – the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan – "The Power to Surprise" – represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.

Company Contact:

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