

TOMTOM DELIVERS MAPS AND NAVIGATION SOFTWARE TO SSANGYONG MOTORS IN EUROPE

Monday 2 March, 2015

TomTom today announces a new deal with South Korea's SsangYong Motor Company. TomTom's maps and navigation software will be included in the all-new Tivoli model throughout Europe beginning in May 2015.

Drivers across Europe will now benefit from TomTom's superior turn-by-turn navigation, featuring advanced lane guidance to navigate even the most complex junctions. Drivers will also have the advantage of TomTom Routes, which provide the fastest route based on actual speed data, for every road, for every time of the day, for every day of the week.

TomTom is a global leader in smart map making, and one of the first to use crowd sourcing to keep maps up-to-date. By combining professional map-making methods with community feedback from hundreds of millions of users, TomTom detects real-world changes quickly and ensures its maps remain highly accurate.

"We are happy to announce a new partnership with SsangYong and Digen to bring our maps and navigation software to more drivers around the world," said Jan-Maarten de Vries, VP Automotive at TomTom. "This deal further strengthens TomTom's position as a leading provider of automotive-grade maps and navigation software."

-Ends-

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 over 46 countries.

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