TOMTOM EXPANDS ITS TRAFFIC SERVICE IN LATIN AMERICA

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TomTom (TOM2) today launches its world-class traffic service in Chile and Mexico, extending its reach in Latin America, one of the most congested regions of the world.

"Three out of the top five most congested cities in the world are in Latin America, according to the latestTomTom Traffic Index," said Ralf-Peter Schäfer, Head of Traffic at TomTom. "The launch of TomTom Traffic in Chile and Mexico will help drivers, businesses and governments tackle the growing problem of traffic congestion on their roads."

Mexico City ranks fourth in the world for overall congestion according to TomTom's Traffic Index. During the evening rush hour, a commute anywhere in the Mexican capital takes more than double the time, compared to free flow hours. Mexico is also on the verge of becoming the leading market for car production in Latin America, with a projected output of almost 3.2 million in 2014, just ahead of Brazil's 3.1 million, according to automotive research consultancy, IHS.

Despite a recent extension of the highway system, air pollution due to high congestion levels continue to rise in Chile, particularly in Santiago. In an effort to tackle this issue, transportation authorities have mandated an annual five month period of car restrictions, when pollution is typically highest in the city.

By expanding its traffic service to these two countries now, TomTom can help more people move faster, and ease the impact of congestion on the environment.

43 countries around the world have access to TomTom Traffic.

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Notes to Editors:

Countries with TomTom Traffic:

1Andorra13Germany25New Zealand37Taiwan2Australia14Gibraltar26Norway38Turkey3Austria15Ireland 27Poland39Thailand4Belgium16Italy28Portugal40United Kingdom5Brazil17Lesotho29Russia41United States6Canada18Liechtenstein30San Marino42UAE7Chile19Luxembourg31Saudi Arabia43Vatican City8China20Malaysia32Singapore 9Czech Republic21Malta33South Africa 10Denmark22Mexico34Spain 11Finland23Monaco35Sweden 12France24Netherlands36Switzerland

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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 43 countries.

Company Contact:

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