Tomtom Signs Navigation Deal For Daimler’s Smart Range

Friday 3 October, 2014

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TomTom (TOM2) today announced it has signed a new deal with Daimler to provide its full navigation system in the Smart range. The deal means that TomTom's navigation products will be featured in the Smart range starting in Europe in 2014, with the US and China to follow in 2015.

The "Smart Media" infotainment system will come equipped with TomTom's navigation software, maps, and three years of TomTom Live Traffic. Combining this with Smart's 7" touch screen, voice recognition, and smartphone integration will ensure that Smart drivers have a world-class infotainment system.

TomTom has unique insight into the way people move, with over five billion traffic measurements a day and 200,000 map edits a month. Processing and sharing this information with drivers in an easy-to-use format has made TomTom a global leader in navigation. Combining this with TomTom's extensive experience helps automotive manufacturers create competitive infotainment systems that drivers want.

"Extending our relationship with Daimler is very rewarding," said Jan-Maarten de Vries, VP of Automotive at TomTom. "We know that car manufacturers are becoming increasingly focused on creating infotainment systems that deliver a great user experience. We believe that our consumer insight, coupled with our world-class digital maps, navigation software and live traffic services makes TomTom a key partner for the world's leading car manufacturers."

The initial roll out of TomTom navigation will start with the Smart Fortwo and Forfour lines.

For more information, visit www.tomtom.com

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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 37 countries.

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