Tomtom To Power Routing For Mercedes Me App

Monday 2 November, 2015

TomTom (TOM2) today announced that its navigation services are now available in the new Mercedes me app, recently launched by Daimler.

The Mercedes me app offers a range of “Mercedes connect me” services including remote status and maintenance management as well as the latest information about traffic delays and ETA, powered by TomTom's routing technology.

“We are proud to strengthen our relationship with Daimler,” said Jan-Maarten de Vries, VP Product Marketing at TomTom Automotive. “We believe that our world-class maps, navigation software and services make TomTom a key partner for the world's leading car manufacturers. We understand that car manufacturers want to extend the user experience beyond the car and its embedded infotainment systems. We support that wish by offering the components to develop navigation portals and smartphone companion apps.”

The Mercedes me app is available to download free of charge from iTunes and the Google Play store. The online routing is only available for consumers that have a car with “Mercedes connect me services” and “Live Traffic Information”.

-ENDS-

About TomTom

At TomTom (TOM2) our mission is to make technology so easy to use, that everyone can benefit from it.

We created easy to use navigation devices, helping millions of people to get where they want to be. Today, we continue to simplify the complex, making technology more accessible for everyone.

We have four customer facing business units: Consumer, Telematics, Automotive and Licensing.

We make easy to use navigation devices, sport watches and action cameras for consumers. We enable businesses with vehicles to more easily manage and improve fleet efficiency whilst increasing overall business performance with our Telematics solutions. We also offer a world leading real-time map platform that is powering innovative location based services and helping to make automated driving a reality for the automotive industry.

Founded in 1991 and headquartered in Amsterdam, we have over 4,400 employees worldwide and sell our products in 48 countries.

About TomTom Automotive

TomTom Automotive is the trusted partner for innovative and future-proof navigation technology for the global automotive industry. As a global leader in connected navigation software, traffic information, and digital real-time maps, we offer Automotive OEMs the modular components to create competitive infotainment systems, as well as the technology to enable the future self-driving cars to see beyond their sensors.

For further Information:

Lindsay Mandeville
Corporate Communications
+31 (0)6 11334292
Lindsay.mandeville@tomtom.com

Investor Relations:

Bisera Grubesic
Head of Treasury and Investor Relations
+31 (0)20 757 5194
ir@tomtom.com

Related Sectors:

Computing & Telecoms ::
Consumer Technology ::
Motoring ::

Scan Me:

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk