



TomTom makes driving safer with Active Driver Feedback

Amsterdam, 11 April 2011 – TomTom today announces Active Driver Feedback and WEBFLEET OptiDrive™; two new features focused at further increasing TomTom's safety and efficiency benefits for businesses.

Active Driver Feedback promotes safe driving by providing drivers immediate feedback on their driving performance via their TomTom PRO navigation devices. WEBFLEET OptiDrive™ gives business management an easy tool to help their drivers drive more safely and in a greener way.

"We believe that empowering drivers is a key success factor in promoting a safe driving policy" said Thomas Schmidt, Managing Director of TomTom Business Solutions. "The active feedback functionality truly puts the driver centre stage in the quest by businesses to improve safety and efficiency on the road."

Both new features tackle the issues of fuel efficiency, driving style, idling and speeding.

Active Driver Feedback features include:

- Fuel consumption information displayed in the status bar
- Driver prompts when speeding, harsh steering and breaking, and idling
- EcoStatistics menu providing the driver with a summary of their performance by trip, day or total

WEBFLEET OptiDrive™ presents information in clear graphs and reports to fleet managers. The OptiDrive Indicator is a simple bar displaying variables such as speeding, fuel efficiency, idling and driving events. The OptiDrive Indicator can be tailored to the priorities of every business, simply by adjusting the relative weight of the variables.

Notes to editor

The new Active Driver Feedback feature and WEBFLEET OptiDrive will become available in Europe during the course of Q2 2011. They are part of the range of WORKsmart™ fleet management solutions. A subscription to TomTom WEBFLEET is required. Functionality differs per chosen hardware selection:

- Active Driver Feedback requires a TomTom PRO navigation device
- Idling, steering and breaking notifications require a TomTom LINK 300/310 in the vehicle
- Fuel efficiency notifications require a TomTom ecoPLUS™ in the vehicle.
- Speeding notifications are based on the map data on the PRO device

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About TomTom

Founded in 1991, TomTom (AEX:TOM2) is the world's leading supplier of location and navigation products and services focused on providing all drivers with the world's best navigation experience. Headquartered in Amsterdam, TomTom has 3,500 employees and sells its products in over 40 countries.

Our products include portable navigation devices, in-dash infotainment systems, fleet management solutions, maps and real-time services, including the award winning HD Traffic™.

TomTom Business Solutions is a leading provider of fleet management solutions and recognized as the fastest growing Telematics Service Provider (TSP) for commercial fleets in Europe. WORKsmart™ is TomTom's ready to use fleet management solution and an innovative way for improving the management of all types of commercial fleets.

For further information, please visit www.tomtom.com/business

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