



TomTom expands into Morocco

~ TomTom introduces award-winning car navigation products in Morocco ~

Amsterdam, 9 February 2010 - TomTom, the world's leading provider of navigation solutions and digital maps, today announces that it is expanding into Morocco. TomTom is entering the market with two products: the mid-range TomTom XL (including maps from Morocco and Europe) and the entry-level TomTom Start (including maps from Morocco). The products will be distributed by MCI, a leading distributor in Africa, and sold through major consumer electronics retailers across Morocco.

"With over two million cars on the road every day, Morocco is a country with great potential for us, making it a logical next step in our expansion strategy in North Africa," says Frédéric Langin, TomTom's Vice President Sales France Middle East North Africa. "We are confident that we will become the leader in navigation here, just as we are in other countries."

From today, the new Moroccan TomTom website is live at <http://www.tomtom.com/index.php?Lid=49>, featuring extensive information about products and services available in Morocco.

Ease of use

All TomTom products are developed in-house and are plug & play, which means that they can be used straight out of the box without having to read any instruction manuals. They feature a touch screen with an award-winning intuitive navigation menu and icons in French with voice instructions in Arabic Darija. Clear voice instructions ensure drivers get to their destination without stress. A smartly designed EasyPort™ mount ensures easy stowing and carrying.

Maps, Map Share™ and free map updates

Tele Atlas, a world leading digital map provider and part of the TomTom Group, provides the maps of Morocco. In addition to a pre-installed European and Moroccan map, TomTom will provide customers of the TomTom XL and TomTom Start with two full years of *free map updates*, offering every released map version for free.

The world's road infrastructure changes up to 15% each year and in fast developing countries even up to 40% per year. TomTom Map Share is a free map improvement technology which allows drivers to easily improve their maps directly on the device as soon as they spot changes in the roads, with just a few touches on the screen. These can include changes in street names, road speed limits, turn restrictions, traffic directions and road blocks, as well as corrections to Points of Interest, such as phone number changes. In addition, Map Share users can also benefit from changes made by others, validated by TomTom and shared through the free desktop software TomTom HOME.

Safety as a priority

Research institutions including the leading US research institute Virginia Tech Transportation Institute and research institute TNO in the Netherlands have proven that satellite navigation has a positive influence on driving behaviour and traffic safety. In addition, driving with a navigation device increases driver's alertness and reduces stress levels. Safety is a key priority in the development of all TomTom products with all TomTom devices having comprehensive safety features, like a Help Me! emergency menu.

TomTom HOME

All TomTom users have access to TomTom HOME, TomTom's free desktop software for PC or Mac, which will be fully available in French. Through TomTom HOME, customers can easily download new software versions, voices, free user-generated content, or the latest maps to keep their device up to date.

Availability

TomTom products will be available in stores across Morocco starting late February 2010.

Map coverage in Morocco:

The detailed map of Morocco, created by Tele Atlas, includes over 67,000 km of roads, including Morocco's largest cities such as Casablanca, Rabat, Tangier, Marrakech and Agadir. It also has thousands of Points of Interest.

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