



## **TomTom offers free daily map changes on all devices**

~ Map Share community updates help drivers avoid delays on route ~

**Auckland, 29 June 2012** – From today, TomTom is enabling all of its 60 million portable navigation devices to receive free daily map changes via the TomTom Map Share community. Map Share allows drivers to personalise the TomTom map on their own device and also share and receive map changes with the Map Share community around the world. Map Share was previously only available on a limited number of TomTom devices.

Map Share technology enables drivers to keep the TomTom map on their device up to date with immediate changes in their area. Dynamic road changes, such as changed speed limits, new street names, blocked roads and new traffic directions can be updated directly on the device. Drivers then have the choice to share those road changes with TomTom and the broader Map Share community. All TomTom customers can now download daily Map Share changes for free.

*"New Zealand roads are always changing, with commuters sometimes waking up to find their regular routes have been closed overnight. Knowing about these changes before setting off can save drivers a lot of time and help reduce overall congestion,"* says Valerie Cross, TomTom Public Relations Manager Asia Pacific.

*"Plus, the beauty of Map Share is that drivers can now immediately update their own maps – and with an active community of drivers who share around 250,000 road changes with TomTom with each other every month, this ever increasing Map Share community means that all our customers can enjoy a greater navigation experience."*

Map Share enables people to quickly and easily report and share the most frequent road changes. More structural, long-term changes such as the addition of roads or roundabouts are validated and updated within TomTom's maps and made available on a quarterly basis. TomTom applies a hybrid approach to map-making that includes the combination of authoritative sources, such as field collection, government data or satellite imagery, with community input to ensure its maps accurately reflect reality.

## **Availability**

Map Share is already available for many TomTom customers. From today, all TomTom Start, Via and GO customers will be able to receive free daily map changes from the TomTom Map Share Community via a simple, free software update.

A video providing an overview of TomTom's Map Share can be found

<http://www.youtube.com/watch?v=B6O23csHkMk>

## **Notes for editors**

Daily map changes include the more dynamic, frequent changes that drivers are likely to encounter such as:

- Changed speed limits
- New street names
- Blocked roads
- New traffic directions
- Altered turn restrictions

Drivers have control over which daily map changes they load onto their device. They can choose to accept changes submitted by some or many other Map Share users, or only those verified by TomTom.

**--- ENDS ---**

## **About TomTom**

Founded in 1991, TomTom (AEX:TOM2) is the world's leading supplier of in-car location and navigation products and services focused on providing all drivers with the world's best navigation experience. Headquartered in Amsterdam, TomTom has over 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 TomTom HD Traffic.

For the world's most up-to-date route planner, including live traffic information go to [www.tomtom.com/livetraffic](http://www.tomtom.com/livetraffic)

For further information, please visit [www.tomtom.com](http://www.tomtom.com)

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