



TOMTOM  TELEMATICS



Connecting Cars to Improve Driving Performance

Taco van der Leij, Vice President Marketing, TomTom Telematics

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WEBFLEET
Fleet management



Lease & Rental



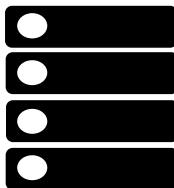
Car Service Providers



TOMTOM TELEMATICS

Service Platform:

Map data
API's
Data security
Data privacy



Reporting
Vehicle knowledge
Big data
Connectivity

Insurance



Consumer

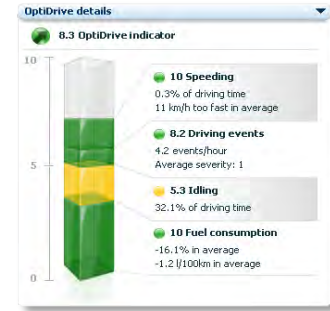


Connected Vehicle

Internet of Things



2010: Active Driver Feedback



1. LEARN

PRE-TRIP
Information
Tips & Tricks



2. COACH

IN-TRIP Information
Feedback & Advice

360°
OptiDrive

4. COMPARE

Dashboard
Reports



3. EVALUATE

POST-TRIP Information
Driving performance statistics

OptiDrive 360 – Customer testimonial

“We do not want to punish the driver, but working with our employees to help them perform more efficiently and safely on the road.”

Chris Stone,
Head of Finance, SGN



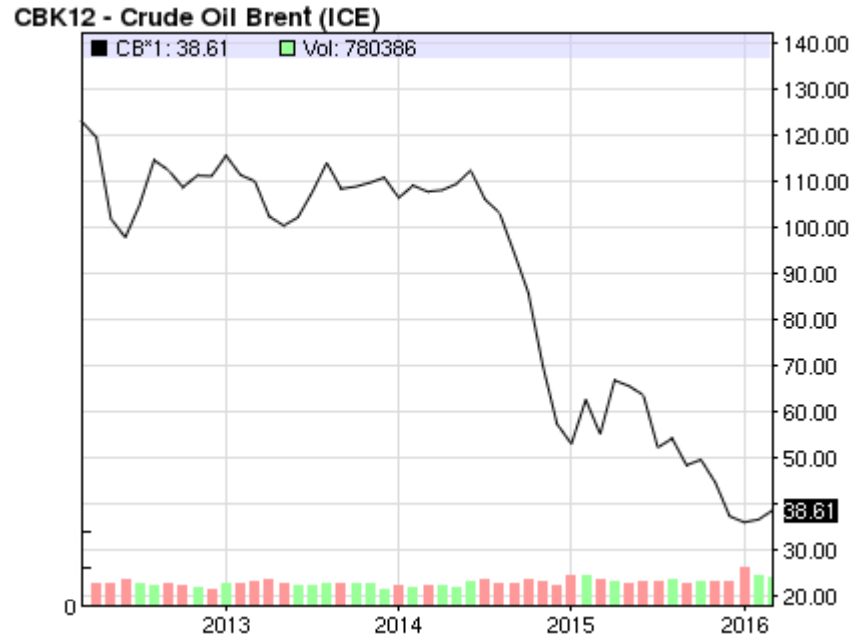
OptiDrive 360 – Customer testimonial



££
**£1 MILLION
SAVINGS A YEAR
ANTICIPATED
FROM USING
WEBFLEET**”

Mileage reduced by	16%
MPG improved by	11%
Inefficient driving events reduced by	24%
Idling cut by	68%
Speeding time reduced by	15%
Vehicle maintenance bill cut by	5%

How to MOTIVATE business & drivers to improve driving style?



What is the API to the vehicle?



TomTom *CURFER*

Connecting Cars to Improve Driver Behaviour

CONNECTING
ALL CARS

Reporting
Insights
Security

API's
Privacy
Data mgt

COMPARING
TO MOTIVATE