

Press Release

12 October 2010

Get ahead of the game: NFB gives members a new direction with TomTom

The National Federation of Builders (NFB) has joined forces with TomTom to enable members to harness the benefits available from managing their fleet more effectively through satellite navigation and efficient vehicle management.

TomTom Business Solutions, the B2B division of TomTom the satnav giant, has developed WEBFLEET™, an on-line subscription service which offers vehicle tracking and management solutions to business. Subscription to WEBFLEET enables companies to have 24-hour access to information on their vehicles and provides the ability to track and trace vehicles in real time, despatch jobs, generate reports on mileage, driving and working times, monitor mileage rates and even evaluate driving styles.

This system is perfect for the building sector where productivity and safety are key, and as a result, the NFB and TomTom have joined forces to offer an exclusive member subscription rate. NFB members will receive a rate that is two levels above the usual monthly tariff, enabling them to stay one step ahead of the competition. At the same time they will benefit from a free no-obligation audit of their current vehicle management practices to ascertain areas where TomTom can help improve business performance.

Irvin Gray, Marketing Manager UK, TomTom Business Solutions is enthusiastic about the partnership:

“It’s great to see TomTom and the NFB join forces to provide builders and tradesmen with the technology they need to become more competitive through greater efficiencies, reduced costs, and being safer on the road.

“With our bespoke tariff and dedicated local representative on hand to find the right solution, we hope to see a closer link forged between TomTom and the building sector in the future as we develop products to meet their specific vehicle and workflow management requirements.”

Julia Evans, Chief Executive of the NFB said: “We welcome the collaboration with TomTom as a new innovation in our focus on customer service. TomTom epitomizes the values that we and our members prioritise: efficiency, money-saving and concern over green issues.

She continued: “The latest addition of TomTom Business Solutions to our growing National Associates directory offers our members real savings, whether they own a fleet of vans, LCVs or HGVs, giving them the best possible advantage.”

For further information on joining the NFB or on joining the National Associate programme please contact 08450 578160 or email marketing@builders.org.uk

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For further information please contact Sam Webb, Communications Assistant on 01293 586662 or Membership Services on 08450 578172.

www.tomtom.com/business

http://www.builders.org.uk/members09/business_benefits/services_directory.eb

Editor's notes:

1. The NFB is one of the UK's longest established trade federations for small to medium-sized (SME) builders, contractors and house builders across England and Wales. It was created 150 years ago to represent the building profession and to help create the conditions for its members to thrive and contribute to the economic success of the UK. Its members range from the sole trader to large, multi-million pound construction companies, with turnover ranging from below £500k to £500m plus. The NFB provides advice, training and business solutions to ensure members stay up to date.
2. The NFB campaigns on the issues that impact the construction industry such as procurement, utilities, sustainability and funding. It represents the industry at government and industry forums and is an active media commentator and policy influencer.
3. TomTom N.V. (AEX: TOM2) is the world's leading provider of location and navigation solutions. Headquartered in The Netherlands it has over 3,000 employees worldwide. Over 45 million people use its solutions every day, in the form of dedicated portable navigation devices (PNDs), in-dash car systems or tracking and tracing solutions for fleet management. In addition, hundreds of millions of people use TomTom's digital maps on the internet or mobile phones.
4. In 2009, TomTom reported €1.5 billion in revenues and a €340 million net cash flow from operating activities. More information about TomTom can be found at www.TomTom.com.
5. TomTom Business Solutions is a leading provider of fleet management solutions and recognised as the fastest growing Telematics Service Provider (TSP) for commercial fleets in Europe. TomTom Business Solutions is fully dedicated to commercial vehicle fleets and has been operating under the TomTom WORK brand for the past 5 years.
6. WORKsmart™ is TomTom's ready to use fleet management solution and an innovative way for improving the management of all types of commercial fleets. It offers customers a choice of industry leading solutions combined with a high quality professional service. At the heart of the solution is TomTom WEBFLEET®.