

Closing remarks

Corinne Vigreux – TomTom – Co-Founder & Chief Marketing Officer

So, it's a very important day for us. I hope you realize that from everything you've heard today. It's a bit like a third chapter. So I'm Corinne. I'm one of the TomTom founders. I used to be Chief Commercial Officer, and then I ran the Consumer P&L for about 10 years, before assuming the role of CMO to basically reposition the company from a B2C brand to a B2B2C. Today, we're coming out of stealth – I like the, sort of, startup jargon. So we're coming out of stealth, and telling you about a project we've actually been working on for a few years, with a stellar team of product managers, engineers, and designers. And we set out to make the smartest, most useful and most accurate map on the planet. As you've heard today, both from the customers in the video, and from Mike and Antoine, and pretty much everybody, the need for a fresh, accurate, global map is increasing. And it is crucial, in many use cases, like building the future of mobility. Our 30 years of mapmaking experience, and the insights we have gathered on that journey, have put us in a great position to capitalize on the opportunities that the announcement we are making today will unleash. Growth.

Geolocation is so important and ubiquitous. About 20% of all search on the internet got a geolocation component. Millions of use cases rely on good, accurate data, now and tomorrow. In a world where mobility is changing at breakneck pace – think electrification, connected cars, think pinpointing exact addresses and pickup points, and think about the millions of developers requiring maps services, SDKs, APIs, on which they build their products – the TomTom Maps Platform will enable the dreamers and the creators of today and tomorrow to innovate. Think about the example of Lightyear, I like, it's a Dutch, first solar car.

So, our audience is changing. We used to speak to millions of consumers – we've sold more than 100 million sat-navs, 'de kastjes.' And we're now going to talk to other audiences. We're going to talk specifically to three audiences, to carmakers – existing ones, as well as EV-first newcomers. Our digital cockpit is a good example of enabling and accelerating speed and time-to-market for EV-first or new vehicles. We'll also target new verticals, and more specifically logistics, ride-hailing, and on demand, for which the economics of getting better, fresher products has a massive impact on the bottom line. And I know that – some of you who know me, know why. It's very important to get that right. We will be also talking to the developer community that spans all sectors, ensuring they have the right tools, well-documented, easy-to-use APIs and SDKs, on which to build their products. And because we know that developers actually bring those products within the organization.

It's a bit of a bittersweet moment for me, having been at the birth of TomTom. But also, the hands, the logo. Have you noticed something? We've peaced-out the hands, that's it. Harold and I were there when we created the logo, the name. It was brave at the time, and it served us right. When we came up with TomTom, people thought: "What are you doing, teddy bears?" But no, we were embarking on making one of the most successful tech companies on the planet. And, so it's been good to today to unveil this. Hope you like it? Yes? Good, good, thank you. So, you know, TomTom made it, as a name, into the VanDale dictionaries and we became a household name. So, we thought long and hard and decided we'll keep the name. There's a lot of equity in the TomTom name. But we needed to visually also tell the world that we were embarking on a new chapter. And that's why we came up with this logo. Still very friendly, fresh, and modern. So I'm pleased you like it.

So today, I feel, in a way, the same anticipation as when we launch our first satnav. I know today is an incredibly important milestone for us. In the same way, TomTom changed the way people navigate forever, many years ago. I'm sure you will remember today as the day we've changed mapmaking forever, making the smartest, most accurate map on the planet, truly helping people find their way in the world, and enabling the industry, our partners and customers, to innovate and build the mobility of the future. So, thank you for being here today. You can look at the demonstrations. So, don't take our word for it, go have a look at our map engine. There's also some grub, I think, some food. So, after sitting – you've been very patient – I think it's time for a drink and 'bitterballen.' And thank you, again. I hope I see you again in a few years time, and you say: "Yeah, they were right. They did start something phenomenal, and it was the beginning of something new." So thank you, and see you soon.