Bridgestone Europe to acquire TomTom Telematics

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Bridgestone Europe signs up with TomTom to acquire its telematics business

Bridgestone Europe's transaction with TomTom Telematics, for a cash consideration of €910 million, will bring together what they say is the world's largest tyre and rubber company with the number one provider of digital fleet solutions in Europe – creating a leading data platform for connected vehicles.

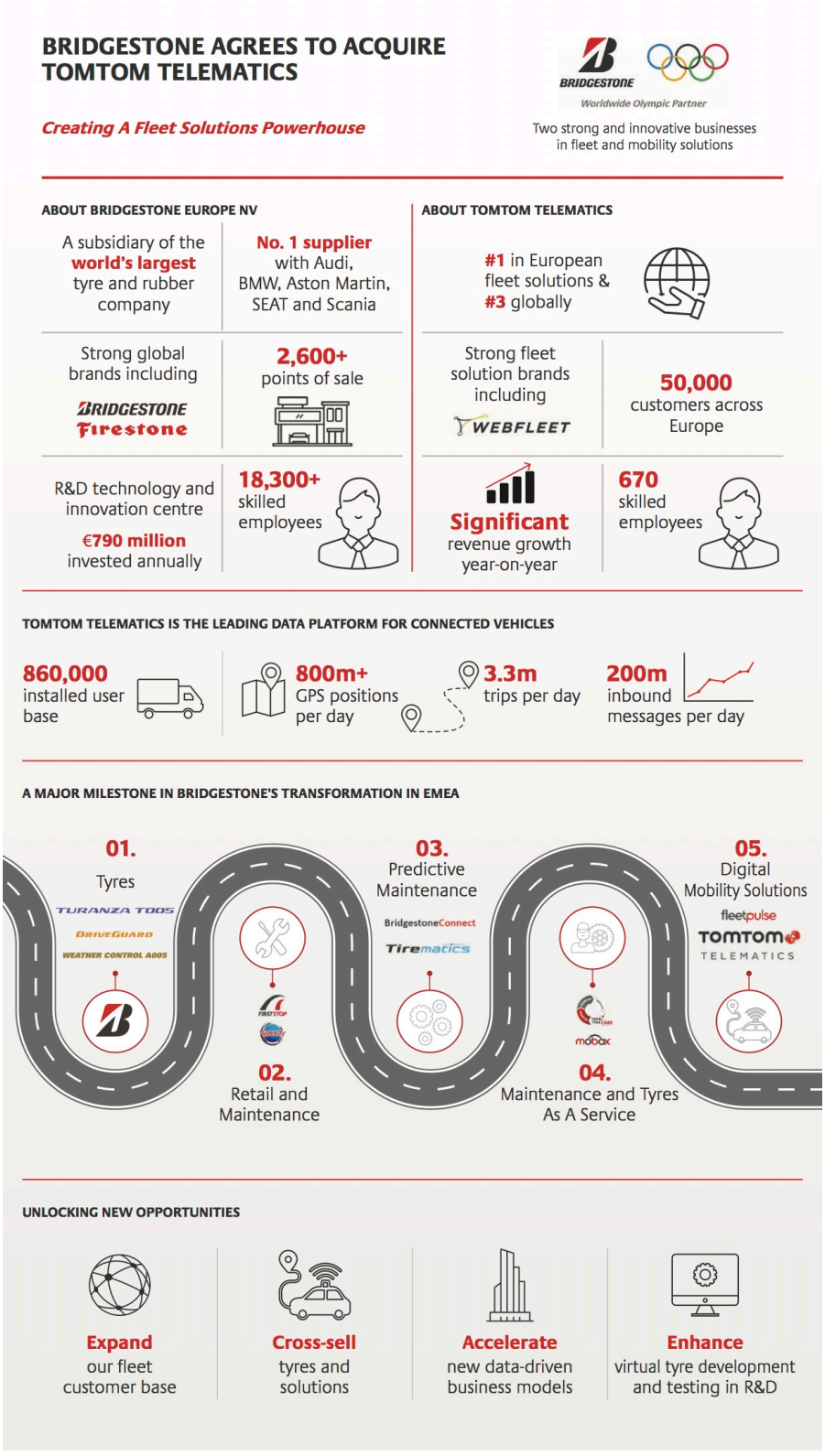
The automotive industry is rapidly heading towards a connected, autonomous, shared and electric (CASE) future. Bridgestone EMEA says that it is meeting these opportunities by rapidly transforming from a tyre producer into a mobility solutions leader. This acquisition underlines this statement.

Over the last few years, Bridgestone has invested heavily in capabilities in data collection from sensors, data platforms and analytics, while also pioneering a range of digital solutions and applications.

Benefits…

Bridgestone says that benefits of the acquisition include the ability to cross-sell tyres and solutions and well-positions Bridgestone EMEA to accelerate its data-driven business, expand its fleet customer base and seize fast growing, profitable opportunities in the

automotive mobility industry.


BRIDGESTONE AGREES TO ACQUIRE TOMTOM TELEMATICS
Creating A Fleet Solutions Powerhouse
BRIDGESTONE
Worldwide Olympic Partner
Two strong and innovative businesses in fleet and mobility solutions
ABOUT BRIDGESTONE EUROPE NV
A subsidiary of the world's largest tyre and rubber company
No. 1 supplier with Audi, BMW, Aston Martin, SEAT and Scania
Strong global brands including
BRIDGESTONE
Firestone
2,600+ points of sale
R&D technology and innovation centre
€790 million invested annually
18,300+ skilled employees
ABOUT TOMTOM TELEMATICS
#1 in European fleet solutions & #3 globally
Strong fleet solution brands including
WEBFLEET
50,000 customers across Europe
Significant revenue growth year-on-year
670 skilled employees
TOMTOM TELEMATICS IS THE LEADING DATA PLATFORM FOR CONNECTED VEHICLES
860,000 installed user base
800m+ GPS positions per day
3.3m trips per day
200m inbound messages per day
A MAJOR MILESTONE IN BRIDGESTONE'S TRANSFORMATION IN EMEA
01. Tyres
TURANZA T005
DRIVEGUARD
WEATHER CONTROL A005
02. Retail and Maintenance
03. Predictive Maintenance
BridgestoneConnect
Tirematics
04. Maintenance and Tyres As A Service
mobax
05. Digital Mobility Solutions
fleetpulse
TOMTOM TELEMATICS
UNLOCKING NEW OPPORTUNITIES
Expand our fleet customer base
Cross-sell tyres and solutions
Accelerate new data-driven business models
Enhance virtual tyre development and testing in R&D