



## Bridgestone acquisirà Tomtom Telematics

Bridgestone, the largest tire company in the world with a turnover of 29.2 billion Euros, has signed an agreement to acquire the Dutch Tom Tom, the number one provider of digital solutions and services in Europe. With this operation - that provides for the payment in cash of 910 million euro - Bridgestone will accelerate its journey to leadership in the field of mobility solutions and the combination of the two companies' offerings, expand customer for the sale of tires and digital solutions. In the joint statement, explaining that "new social, economic and technological megatrends are driving the pace of change in the automotive industry and the future of the vehicle is connected, standalone, shared and electric." In this context, Bridgestone has identified digital mobility solutions and fleet management as a strategic priority. This is reinforced by the growing importance of the fleets in relation to individually owned vehicles for the transport of people and goods. The increased demand in the transport sector means that owners and fleet managers must maximize productivity and minimize total cost of ownership. This investment by Bridgestone builds on previous initiatives to strengthen digital capabilities in EMEA. Specifically, the company has developed capabilities in data collection from sensors, platforms and analysis. This led to the launch of a range of solutions and digital applications like Tirematics, Mobox, FleetPulse and Bridgestone Connect. TomTom Telematics, a market leader in a sector double-digit growth - continues the statement - it strategically fits into the structure thanks to Bridgestone user base consists of 860,000 vehicles of which over two thirds are commercial, with an offer that includes WEBFLEET and NextFleet. The technologies are based on data analysis and using an open, scalable, secure, cloud-based. It handles an average of more than 800 million GPS locations, 3.3 million journeys and 200 million inbound messages each day. Bridgestone has resources to accelerate business TomTom Telematics, as it can draw on the strong brand equity, the broad customer base, the preferred supplier status with many of the leading manufacturers and vehicle fleets in the world and 2,600 stores in EMEA. Please follow and like us: