



Delcan chooses TomTom data for traffic analysis in NYC

Washington, DC, TRB, January 23, 2012 – [TomTom](#) announces a partnership with [Delcan Corporation](#) in which **historical traffic data** will be used for the Strategic Highway Research Program 2 (SHRP 2). SHRP 2 is managed by the Transportation Research Board of the National Academies. By using anonymous GPS-based measurements from the TomTom historical traffic database, Delcan and its partners will develop models for travel time reliability analysis and research as part of the National Academies SHRP 2 program. The TomTom traffic database allows Delcan to use actual traffic measurements without the cost, time and complexity of traditional survey methods.

"The opportunity to influence the U.S. highway system in a positive way is one that TomTom takes very seriously," says Charles Cautley, Managing Director TomTom Automotive and Licensing. "We believe that by using TomTom historical traffic data, Delcan and the SHRP2 program will help push traffic modeling in the U.S. to a higher level of quality."

"The granularity of the TomTom historical traffic data enables detailed analysis of driving behavior since it can focus on a particular route at a specific time of day," says Richard Mudge, Vice President at Delcan. "By partnering with TomTom, we've saved not only time and resources but also increased accuracy at reduced costs compared to using traditional survey methods."

TomTom's historical traffic database includes more than 5 trillion anonymous data points, revealing the speeds driven on any stretch of road and over any period of time and day.

About TomTom

TomTom is a global supplier of location and navigation products and services. We provide consumers and enterprise, government and automotive industry customers with digital maps, traffic intelligence, navigation software, PNDs, automotive systems, fleet management services, smartphone apps, fitness devices, POIs and speedcam intelligence.

Headquartered in Amsterdam, TomTom has over 3,500 employees and operates from 50 locations in 35 countries.

TomTom (AEX: TOM2) is listed on NYSE Euronext. More information can be found at www.tomtom.com. For the most up-to-date route planner, including live traffic information please visit www.tomtom.com/livetraffic

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