



## **TomTom Expands its Real-Time Traffic Service To China, Taiwan and Singapore**

**Shanghai, February 11 2014** – TomTom (TOM2) has today launched its real-time traffic service in China, Taiwan and Singapore. TomTom Traffic is a unique service that helps drivers, businesses and governments make smarter decisions when tackling traffic congestion.

*"Even though they have taken the strictest measures in the world, traffic congestion remains a major problem in China, Singapore and Taiwan", commented Ralf-Peter Schäfer, Head of Traffic at TomTom. "China is the fastest growing automotive market in the world; with car ownership increasing by approximately 15% every year. Also, Singapore and Taiwan struggle with long traffic jams due to their size and high road density."*

*"The traditional responses to tackling congestion, such as building new roads and widening existing ones, are no longer effective in managing congestion levels. Reliable and accurate real-time traffic information is proven to be a successful and cost effective solution to managing congestion", added Schäfer.*

TomTom Traffic provides precise and up-to-date traffic information for highways, major roads and secondary roads using OpenLR location referencing in 33 countries in North America, Europe, South Africa, Australia and New Zealand. The service includes congestion forecasting which indicates whether a jam is growing or dispersing, and estimates how long the delays will last.

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### **Notes to Editor**

TomTom Traffic is available as a service direct to the user's device or as a bulk feed – both using industry standard delivery formats including TPEG and Datex2 technologies.

## **About TomTom**

TomTom empowers movement. Every day millions of people around the world depend on TomTom to make smarter decisions. We design and develop innovative products that make it easy for people to keep moving towards their goals. Best known for being a global leader in navigation and mapping products, TomTom also creates GPS Sport Watches, as well as state-of-the-art fleet management solutions and industry leading location based products.

Our business consists of four customer facing business units: Consumer, Automotive, Licensing and Business Solutions.

Founded in 1991 and headquartered in Amsterdam, we have 3,600 employees worldwide and sell our products in over 35 countries.

For further information, please visit [www.tomtom.com](http://www.tomtom.com)

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