



## **Leading German car manufacturer selects TomTom Traffic**

**CES, Las Vegas, 5 January 2016** – TomTom (TOM2) today announced that German car manufacturer BMW has chosen TomTom's award winning traffic information in Russia, New Zealand and Australia. The service is already available cross car-line as part of the "Connected Drive" offer on BMW vehicles.

TomTom Traffic covers all mapped roads in 48 countries around the world and combines data from millions of sources to deliver accurate traffic information, including for example the start and end location of each traffic jam and the expected delay that it causes.

"This is another important win for TomTom in the automotive industry," said Ralf-Peter Schaefer, VP TomTom Traffic. "TomTom Traffic will now help BMW drivers avoid upcoming traffic delays, easing the burden on the daily driving experience."

Check out TomTom's car cockpit demo at CES: Booth 73904 at the Sands Expo.

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### **For further information:**

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### **About TomTom**

At TomTom (TOM2) our mission is to make technology so easy to use, that everyone can benefit from it.

We created easy to use navigation devices, helping millions of people to get where they want to be. Today, we continue to simplify the complex, making technology more accessible for everyone.

We have four customer facing business units: Consumer, Telematics, Automotive and Licensing.

We make easy to use navigation devices, sport watches and action cameras for consumers. We enable businesses with vehicles to more easily manage and improve fleet efficiency whilst increasing overall business performance with our Telematics solutions. We also offer a world leading real-time map platform that is powering innovative location based services and helping to make automated driving a reality for the automotive industry.

Founded in 1991 and headquartered in Amsterdam, we have over 4,400 employees worldwide and sell our products in 48 countries.

### **About TomTom Automotive**

TomTom Automotive is the trusted partner for innovative and future-proof navigation technology for the global automotive industry. As a global leader in connected navigation software, traffic information, and digital real-time maps, we offer Automotive OEMs the modular components to create competitive infotainment systems, as well as the technology to enable the future self-driving cars to see beyond their sensors.

### **About TomTom Traffic**

TomTom's award-winning Traffic is based on millions of real-time GPS probes from one of the world's largest driver communities, and also features upcoming precipitation reports and roadworks information. Its sophisticated fusion engine assesses the traffic flow situation on all mapped roads, every 30 seconds, and delivers tailored information to each vehicle in TPEG-over-IP format, every 2 minutes. The OpenLR map-independent location referencing enables integration of TomTom Traffic service as a component into any third-party navigation application.