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TomTom Expands its Traffic Service in Latin America

Amsterdam, 7 January 2015 –TomTom (TOM2) today launches its world-class traffic service in Chile and Mexico, extending its reach in Latin America, one of the most congested regions of the world.

“Three out of the top five most congested cities in the world are in Latin America, according to the latest [TomTom Traffic Index](#),” said Ralf-Peter Schäfer, Head of Traffic at TomTom. “The launch of TomTom Traffic in Chile and Mexico will help drivers, businesses and governments tackle the growing problem of traffic congestion on their roads.”

Mexico City ranks fourth in the world for overall congestion according to TomTom’s Traffic Index. During the evening rush hour, a commute anywhere in the Mexican capital takes more than double the time, compared to free flow hours. Mexico is also on the verge of becoming the leading market for car production in Latin America, with a projected output of almost 3.2 million in 2014, just ahead of Brazil’s 3.1 million, according to automotive research consultancy, IHS.

Despite a recent extension of the highway system, air pollution due to high congestion levels continue to rise in Chile, particularly in Santiago. In an effort to tackle this issue, transportation authorities have mandated an annual five month period of car restrictions, when pollution is typically highest in the city.

By expanding its traffic service to these two countries now, TomTom can help more people move faster, and ease the impact of congestion on the environment.

43 countries around the world have access to TomTom Traffic.

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