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TomTom extends its world-class traffic service in South East Asia and the Middle East

Amsterdam, 18 December 2014 – TomTom (TOM2) today announces the availability of TomTom Traffic in Malaysia, Saudi Arabia, Thailand, and United Arab Emirates.

TomTom provides the latest accurate traffic information for highways, major roads and secondary roads in 41 countries. TomTom Traffic includes congestion forecasting, which indicates whether a jam is growing or dispersing and estimates how long a delay will last.

“We are excited to announce the launch of TomTom Traffic in four key emerging markets, where we know traffic congestion is an issue,” said Ralf-Peter Schäfer, Head of Traffic at TomTom. “Our aim is to help drivers get there faster and support governments to better manage traffic flow.”

Malaysia, Saudi Arabia, Thailand and United Arab Emirates are four of the fastest growing markets for car ownership and production in the world.

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