TomTom Delivers Real Time Traffic Products for U.S. Market

Lebanon, NH, May 12, 2011 – TomTom, the world's leading supplier of navigation products and services, extends its portfolio of real time traffic products for the United States market to industry partners. By expanding coverage of these real time traffic products to the U.S., TomTom will enable its industry customers in hardware, wireless, enterprise and government markets deliver solutions based on the most accurate, comprehensive and up-to-date traffic information.

Real time traffic products can significantly benefit a range of industries. Governments and traffic planning agencies can reduce costs by eliminating the need to install or maintain fixed measurement systems and by more efficiently using the existing road network. Fleet companies can save money by ensuring their vehicles spend less time in traffic and get to their destinations faster. Individual drivers can save time and money, minimize environmental impact, and enjoy a more relaxed navigation experience.

"TomTom is the authority in traffic information with a strong history of providing up-to-date and accurate information to consumers," said Maarten van Gool, Managing Director of TomTom Licensing. "By extending our real time traffic products to the U.S. market for our industry partners, TomTom is further positioned to create partnerships that will enable successful reduction of congestion and more efficient use of the road network around the globe."

The TomTom real time traffic products for industry partners can act as stand-alone traffic monitoring and reporting systems or be incorporated into their navigation solutions or routing tools developed to help better manage traffic. The real time traffic portfolio includes:

- **Enterprise Traffic**, which provides precise locations and delays caused by congestion on the road network, allowing routing programs to provide the fastest route based on actual current travel times;
- **HD Flow,** which delivers a real time, detailed view of traffic speeds on the entire road network, designed for easy integration into traffic management systems or calculating current routing travel times;
- **HD Route Times**, a turnkey solution providing highly accurate real time travel and delay times for a specific route either on a temporary basis or for permanent solutions.

Real time traffic products are already available to industry partners in 13 other countries: Austria, Belgium, France, Germany, Ireland, Italy, the Netherlands, New Zealand, Portugal, South Africa, Spain, Switzerland and the UK. Additional countries will become available to partners in the course of 2011.