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## **TomTom and Asterop extend partnership in geomarketing**

### **~ TomTom to deliver dynamic traffic information to enable Asterop to analyse consumers' mobility behaviour ~**

Amsterdam, 10 June 2013 – TomTom today announces that Asterop has selected its Custom Probe Count product to receive highly accurate traffic intelligence to integrate into a new geomarketing product. Initially launching in France, Asterop Traffic will provide a new layer of business intelligence for marketing decision makers.

By having access to TomTom's dynamic traffic density information, Asterop will be able to fully understand consumers' mobility behaviour across France. TomTom's highly accurate traffic information will, for example, enable Asterop to define the best implementation site for outdoor billboard advertising or designate suitable locations for new retail sites.

Gerard Dahan, CEO of Asterop said: "Asterop Traffic will complement traditional marketing tools and increase confidence in location-based studies. We are pleased to extend our partnership with TomTom by integrating the Custom Probe Count data into our new solution, thus adding an essential set of indicators to the strategic process."

"Our Custom Probe Count data helps geo-intelligence companies like Asterop, to have a better understanding of consumer mobility," said Charles Cautley, managing director, Automotive, Enterprise and Government at TomTom. "TomTom has been working with Asterop for over four years, providing a range of historic traffic data and mapping information. Now our Custom Probe Count information makes geographic, demographic and social mobility studies more precise."