TomTom Traffic Powers Maps App in BlackBerry 10

Amsterdam, 25 July 2013 – TomTom today announced an updated agreement with BlackBerry® to provide real-time traffic information for the maps app on BlackBerry® 10.

TomTom Traffic provides customers with more precise traffic information, enabling faster journeys, more accurate arrival times, and a smarter navigation experience.

BlackBerry 10 customers also have the option to anonymously help enhance the coverage and quality of TomTom's world-class traffic information by sharing traffic data.

"Having accurate and up-to-date traffic information integrated in BlackBerry Maps is an important feature for customers, and TomTom is a recognized leader that provides traffic data to many companies in the market," said Adrian Gould, VP of Handheld Software Product Management at BlackBerry. "We are pleased to expand our relationship with TomTom in support of BlackBerry 10 customers."

"By integrating TomTom Traffic, BlackBerry's smartphone customers will have access to the most accurate traffic information available," said Charles Cautley, Managing Director of TomTom Automotive & Licensing. "We are proud to be supporting BlackBerry to deliver enhanced location-based services to its subscribers across the globe."