



From Norway to New Zealand - TomTom brings HD Traffic(TM) to eight new countries

TomTom doubles the availability of world's most accurate traffic service

Amsterdam, 11 November 2010 – TomTom has doubled the number of countries in which its world-leading traffic service, HD Traffic™, is available.

Within the last month, TomTom has launched HD Traffic in eight more countries across the world: Denmark, Finland, Ireland, Italy, New Zealand, Norway, Spain and Sweden. It is now available in a total of 16 countries.

"Increasing the availability of HD Traffic is a major part of TomTom's mission to reduce road congestion for all drivers," said Corinne Vigreux, managing director, TomTom. "As part of our Traffic Manifesto we are committed to making HD Traffic available to as many people as possible around the world."

Today drivers using HD Traffic can reduce their journey times by on average 15%. The 'collective effect' of HD Traffic means that when 10% of the driving population uses the service, traffic flow will improve across the entire road network and journey times will be reduced by 5% for all drivers.

Award-winning HD Traffic is now available to more than 200 million cars worldwide – 76 million of which are in the eight new countries. This means that millions more drivers are set to benefit from reduced congestion.

Increased availability isn't the only recent improvement to HD Traffic; in October, HD Traffic 4.0 launched across Europe. HD Traffic now uses a combination of historic, real-time and predictive traffic data to provide the most accurate updates available. It detects traffic jams that other services are unable to find, in particular on urban roads. Traffic information is updated every minute on the server side and every two minutes on TomTom navigation devices – more often than any other provider.