



October 20, 2015

TomTom Launches its Traffic Service in Hong Kong

Amsterdam, 20 October 2015-TomTom (TOM2) today announced the launch of its world-class traffic service in Hong Kong. TomTom provides accurate traffic information for highways, major roads and secondary roads in 48 countries. TomTom Traffic includes congestion forecasting, which indicates whether a jam is growing or dispersing, and estimates how long a delay will last.

"Traffic congestion is an issue for many cities around the world – and Hong Kong is no different. In fact, with a population of 7.2m, Hong Kong is the 4th most densely populated metropolis* in the world," said Ralf-Peter Schäfer, Head of Traffic at TomTom. "The launch of TomTom Traffic gives drivers, the automotive industry and governments a concrete way to tackle traffic congestion in their market. Our aim is to help drivers get there faster and support governments to better manage traffic flow."

According to TomTom data, the busiest hour of the day for traffic in Hong Kong is between 8am and 9am, and during this hour the average total jam length is usually over 35 kilometres. On some days the total jam length can grow twice as long.