



January 5, 2016

Leading German car manufacturer selects TomTom Traffic

CES, Las Vegas, 5 January 2016 – TomTom (TOM2) today announced that German car manufacturer BMW has chosen TomTom's award winning traffic information in Russia, New Zealand and Australia. The service is already available cross car-line as part of the "Connected Drive" offer on BMW vehicles.

TomTom Traffic covers all mapped roads in 48 countries around the world and combines data from millions of sources to deliver accurate traffic information, including for example the start and end location of each traffic jam and the expected delay that it causes.

"This is another important win for TomTom in the automotive industry," said Ralf-Peter Schaefer, VP TomTom Traffic. "TomTom Traffic will now help BMW drivers avoid upcoming traffic delays, easing the burden on the daily driving experience."

Check out TomTom's car cockpit demo at CES: Booth 73904 at the Sands Expo.

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