



## TomTom Secures Market Leadership in HD Mapping

Mar 6, 2019



**Geneva Motor Show, Switzerland, 6 March 2019** - TomTom ([TOM2](#)), the leading independent location technology specialist, today announces that it has closed deals with multiple top 10 carmakers for high-definition (HD) mapping. Together they represent a majority of cars produced by those carmakers that have sourced HD Maps\*.

The TomTom HD Map is a highly accurate and highly attributed representation of the road, including lane models, lane geometry and traffic signs, with accuracy down to a few centimeters. The TomTom HD Map enables automated vehicles to precisely locate themselves on the road, to build a detailed model of the surrounding environment working together with the vehicle sensors, and to plan their path to destination. With high accuracy and attribution, and extensive coverage spanning Europe, the United States, Japan and South Korea, the TomTom HD Map is a natural choice for carmakers seeking to deploy automated driving systems on a global scale.

Willem Strijbosch, TomTom's Head of Autonomous Driving, comments: "Having a number of the world's largest car manufacturers choose TomTom HD Maps for their future of mobility, demonstrates the quality and robustness of our products for automated driving. We're already powering half a million Level 1 and Level 2-enabled automated vehicles on the road today. Today's announcement confirms the value of HD maps as critical components for automated driving and cements TomTom's leadership position in this market."

*\* Based on 2018 car production volumes, excluding China (source: IHS).*

**-ENDS-**

### **About TomTom:**

TomTom is the leading independent location technology specialist, shaping mobility with highly accurate maps, navigation software, real-time traffic information and services.

To achieve our vision of a safer world, free of congestion and emissions, we create innovative technologies that keep the world moving. By combining our extensive experience with leading business and technology partners, we power connected vehicles, smart mobility and, ultimately, autonomous driving.

Headquartered in Amsterdam with offices in 30 countries, TomTom's technologies are trusted by hundreds of millions of people worldwide.