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TomTom and PSA Group Drive EU Ministers in Autonomous Vehicles

EU Commissioner for Transport and Transport Ministers from all EU Member States gather to discuss automated driving in Europe

Amsterdam, The Netherlands – 15 April 2016 – TomTom (TOM2) today announced it collaborated with PSA Group participating in an EU gathering of top politicians in the Dutch capital. TomTom provided HD Maps to enable PSA Group to participate in the self-driving car demonstration in Amsterdam.

EU Commissioner for Transport Violeta Bulc and 28 EU Transport Ministers gathered here, under the Dutch EU presidency, to work toward eliminating regulatory and technical barriers around autonomous driving. The vehicles were used in a demonstration during the event, driving the Ministers autonomously in real traffic conditions.

"TomTom is delighted that the Dutch presidency is taking the initiative to accelerate innovation and development around autonomous driving in the EU," said Antoine Saucier, Managing Director for TomTom Automotive. "We are excited to work with PSA Group to support this event and to play a role in enabling the automotive industry to move closer to making autonomous driving a reality".

TomTom HD Map and RoadDNA are two revolutionary, highly accurate digital map products helping automated vehicles precisely locate themselves on the road and plan manoeuvres, even when traveling at high speeds. Launched commercially in 2015, these new technologies are being rolled out in strategic geographies and are the subject of key partnerships with other automotive suppliers.

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