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## Study confirms high quality of TomTom historical traffic data

**Lebanon, NH, June 26, 2012** – Nationally recognized experts Texas Transportation Institute (TTI) recently conducted an evaluation of TomTom historical traffic data. In the study, TomTom data was compared to measurements from traffic monitoring systems in Houston. The study confirms that the TomTom historical traffic data is a valuable resource as a substitute or complement for other types of highway and arterial traffic measurement data.

*"This evaluation conducted by a highly respected organization in the field, serves as an important reference for TomTom," says Ralf-Peter Schäfer, Head of TomTom Traffic Product Unit. "The validation of speed measurements on both freeways and arterials further proves the quality of TomTom's historical traffic data for the United States."*

The TomTom historical traffic database of more than 6 trillion data points provides granular details for more than 40 countries globally. By delivering travel time and speed data for any time of day and day of week from 2008, TomTom can enable government agencies, traffic planning consultancies and other organizations to conduct cost effective analysis that ultimately leads to a better understanding of where improvements in the road network can be achieved.

To review the full evaluation, visit <http://www.tomtom.com/lib/doc/licensing/TTI-Eval-Summary-of-TomTom.pdf>