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TomTom launches TomTom City as a traffic information source for consumers and professionals

Amsterdam, 5 April 2016– TomTom ([TOM2](#)) today announced the launch of [TomTom City](#) – a new traffic portal that provides live traffic and travel information for consumers and traffic management experts. This new service showcases the extensive range of traffic information available on a city by city basis and will provide a platform to connect traffic authorities, businesses and citizens to jointly manage sustainable and efficient mobility.

TomTom City, which can be found at <http://city.tomtom.com>, is accessible from any internet enabled computer, tablet or smartphone and provides freely accessible content showing live traffic status and incidents and other driver-based information in cities. This will enable consumers to check their journey routes first and plan the best route. Furthermore by also being accessible to traffic management experts, traffic issues can now be dealt with even more quickly. The initial launch of 25 cities in 18 countries will expand to include more cities and products throughout the year.

TomTom City builds on the leading TomTom Traffic information available to TomTom navigation devices and licensing partners in automotive, consumer and government. It also extends the historical congestion information provided through reports such as the TomTom Traffic Index.

Ralf-Peter Schäfer, Head of Traffic at TomTom, said: “TomTom City gives drivers and traffic managers essential insights into the real-time traffic situation and the historical bottlenecks in key cities. This is an important step in our mission to help reduce delays for all drivers. Using data from over 450 million devices* globally we are creating services that will help cities and connected cars work together to optimise the road network.”

As the number of connected vehicles on the road increases over the coming years with the emergence of semi- and highly-automated driving, TomTom City will offer new ways to manage city mobility. Drivers and professionals involved in traffic management can make smarter decisions to avoid delays on the road and reduce congestion for everyone.

Key Features in TomTom City:

Real Time Traffic Status

TomTom City aims to give a quick view of the current traffic condition in the city. The status indicators show the current average speed observed in the city compared to average speed when there is no congestion; a congestion barometer showing relative congestion compared to a free-flowing period; and a snapshot that shows the number of road closures, construction areas and accidents currently in the city. In addition, TomTom City also shows the traffic incidents on a map, and the traffic flow (speed) on a map. All Real Time Traffic information on TomTom City is updated every minute.

Delay Hotspots

TomTom City shows the top congestion bottlenecks recorded in the recent quarterly period. The information is presented as a summary for ‘All Day’ and separately for morning and afternoon peak periods to reflect the periodical traffic conditions in cities. Summary information is presented on a map view and each hotspot can be selected individually to see road segment delay details.

Road Event Reporter

This new web-based tool will help road authorities and other professional operators to inform millions of road users in minutes about events that are affecting the road network and its traffic flows via the TomTom Traffic service. With a few clicks a road authority can report road closures, road works, accidents and other disruptions that are affecting traffic in their local area, now, as well as those planned in the future.

Cities covered at launch

Aarhus (DNK), Amsterdam (NLD), Berlin (DEU), Bordeaux (FRA), Ghent
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Europe:	(BEL), Lodz (POL), London (GBR), Montpelier (FRA), Moscow (RUS), Paris (FRA), The Hague (NLD)
Australia/ Oceania:	Auckland (NZL), Sydney (AUS)
Africa:	Cape Town (ZAF)
Asia:	Dubai (ARE), Istanbul (TUR), Riyadh (SAU), Singapore (SGP), Taipei (TWN)
Americas:	Pittsburgh (USA), Rio de Janeiro (BRA), San Francisco (USA), Sau Paulo (BRA), Toronto (CAN), Vancouver (CAN)

You can find out more about TomTom Traffic [here](#).

*Devices include dedicated Portable Navigation Devices, connected smartphone applications, in-dash navigation and fleet management systems.

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