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TomTom historical traffic data selected to improve traffic flow for US 340 corridor in West Virginia

ITS Americas Annual Meeting, Washington, DC, May 21, 2012 – TomTom today announces that Michael Baker Jr., Inc. (Baker), an engineering, architecture, design, planning and construction services company, used TomTom's Custom Travel Times to conduct analysis on behalf of the Hagerstown Eastern Panhandle MPO. Using TomTom's highly granular historical traffic database, Baker analysed the US 340 corridor between Charles Town and Harpers Ferry, West Virginia.

Baker's Daniel Szekeres, Project Manager, said, *"The level of detail provided by the TomTom data enabled us to evaluate congestion areas in this important corridor by season, day and time period as an alternative to conducting a large number of travel time runs."*

Custom Travel Times provides speed and bottleneck information for roads by leveraging TomTom's anonymous historical traffic database of more than five trillion data points. The product enabled Baker to not only analyse historic road traffic trends for development of all future road traffic schemes but also take into account customised requirements, such as time of day or historical weather events.

"This win is another indication that our historical traffic data is being accepted as an alternative to traditional methods," said Anders Truelsen, Vice President of Sales for TomTom Licensing, North America. *"The collaboration with Baker provided TomTom an opportunity to deliver traffic insight in a more efficient and cost effective manner."*