



September 4, 2013

## **TomTom Traffic now alerts drivers to slow down when approaching a traffic jam**

### **Latest version of TomTom Traffic includes new "Jam Ahead Warning" feature**

**Amsterdam, 4 September 2013** – TomTom today released the latest version of TomTom Traffic, the most precise, real-time traffic information available. TomTom Traffic now includes an innovative 'Jam Ahead Warning' feature, which pinpoints the precise location of a traffic jam and sends an early-warning alert so that drivers can safely reduce their speed.

Available automatically to all existing users\*, TomTom Traffic also includes new features that further improve routing accuracy. TomTom Traffic now detects road closures and road works automatically on more roads. A new 'Predictive Flow Feed' can more accurately predict congestion on a drivers' route and further improve the fastest route recommendation and ETA.

"We continue to make TomTom Traffic even more powerful and precise with every new release," said Ralf-Peter Schäfer, head of TomTom Traffic. "This latest version of TomTom Traffic is now so accurate it can pinpoint the precise location of a traffic jam. The new 'Jam Ahead Warning' feature shows drivers in advance exactly where a traffic jam is located and crucially alerts them to slow down if they are travelling too fast. By giving drivers advanced knowledge about the road up ahead, we aim to make journeys safer and more predictable."

\*Only the new TomTom GO 400, GO 500, 5000 and GO 600, 6000 feature the unique "Jam Ahead Warning" feature.

#### **New to TomTom Traffic**

##### **Jam Ahead Warning**

The risk of accidents from sudden braking when drivers approach the back of a slow-moving traffic jam is well recognised. TomTom uses its unrivalled ability to pinpoint the back of the traffic queue and the speed of the traffic to provide an extra alert if the driver is travelling too fast towards traffic congestion. \*Only the new TomTom GO 400, GO 500, 5000 and GO 600, 6000 feature the unique "Jam Ahead Warning" feature

##### **Road Closure Detection**

The automatic detection of road closures is now extended and includes major secondary roads as well as highways. This improves the accuracy of routing and helps road users save time and fuel from unexpected diversions.

##### **Road Works Detection**

The latest version of TomTom Traffic accurately detects road works on highways, enabling drivers to adapt their journeys to avoid delays or adjust their journey times.

##### **Predictive Flow Feed**

For the first time, navigation application providers, automotive partners and government departments will be able to predict congestion ahead and forecasts the anticipated speed that will be driven through busy routes. This automatically improves the fastest route calculation and ETA.

##### **Notes to Editors:**

Images are available on request.