



January 12, 2016

TomTom selected by Dutch National Road Authority at Innovation Centre for Traffic Management

Amsterdam, 12 January, 2016 – TomTom ([TOM2](#)) today announces that it has been chosen by the Dutch National Road Authority ([Rijkswaterstaat](#)) for collaboration with the newly developed national Traffic Innovation Centre, in partnership with the Dutch-based company [Simacan](#).

The Traffic Innovation Centre, an experiment and development area for traffic management, was founded by among others Rijkswaterstaat to facilitate development of smarter mobility. TomTom has enhanced the award-winning TomTom Traffic product for traffic management centers, enabling traffic managers to capture and act on every minor change in flow. Simacan, a traffic and logistics IT specialist, merges various road authority datasets such as motorway matrix signs with the TomTom Traffic product. The Traffic Innovation Centre, TomTom and Simacan will work together going forward to develop more joint applications, improving traffic flow in the network by smarter use of infrastructure and technology.

“We’re excited about this collaboration. It enables us to take the next step in improving traffic flow for everyone” said Ralf-Peter Schäfer, Head of Traffic at TomTom. “TomTom and Simacan are innovating traffic management in ways that will ultimately serve the needs of connected and self-driving cars.”

“Significant benefits for road authorities arise”, said Rob Schuurbiers, CEO of Simacan, “when bringing together different information sources into a full, operational overview.”

“We see great potential for road authorities in this new business arrangement with TomTom” said Laurens Schrijnen, Director at the Traffic Innovation Centre. “This initiative paves the way for new and innovative use cases that will improve overall traffic management.”

For more information, visit www.tomtom.com, innovatiecentrale.nl/en and www.simacan.com

-Ends-