



TomTom's HD Traffic saves drivers up to 30% commute time according to German Aerospace Centre study

~TomTom outperforms competition for travel time, cost of fuel, and CO2 emissions~

Intertraffic, Amsterdam, 27 March 2012 - According to independent research conducted by the German Aerospace Centre (DLR), solutions with TomTom's real-time traffic information save drivers the most time and money. According to the study, products powered by TomTom's HD Traffic reduce average drive times by 13% and up to 30% in congested areas. HD Traffic is TomTom's real-time traffic technology and is used in products ranging from portable navigation devices (PNDs), smartphones, automobile infotainment systems, and government traffic management centres. In addition to reduced commute times, the study showed that TomTom outperforms the competition at minimising fuel costs and reducing impact on the environment.

The DLR study included extensive drive tests in and around the city of Berlin, Germany. The study is based on a typical commute lasting 30 to 40 minutes each way. Compared to the other navigation products in the study, TomTom's HD Traffic performed best overall— for a typical commuter this 13% savings can add up to 50 minutes of travel time per week or about 40 hours per year.

"Smart routing technology combines accurate historic and real-time traffic information to significantly reduce drive times," says Karsten Lemmer, Director of DLR's Institute of Transportation Systems. "In addition it may also help to reduce travel times for all drivers by spreading the traffic load to other routes. On top of that, fewer stops caused by traffic congestion lead to less fuel consumption and ultimately less CO2 emissions."

"The research conducted by DLR validates our claim that HD Traffic saves users precious time in a busy world and helps to offset the rising cost of fuel," says Harold Goddijn, CEO of TomTom. "Furthermore, the study also supports TomTom's analysis that efficient traffic planning and routing can lead to better usage of available road capacity, benefitting all drivers."

Visit TomTom at Intertraffic booth #203 in hall 9 to learn more about TomTom's traffic products.