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TomTom and Bosch SoftTec team up to deliver advanced driver assistance systems

Amsterdam, 29 September 2014 – TomTom (TOM2) has today announced a partnership with Bosch to integrate its navigation technology and maps into Bosch's Advanced Driver Assistance Systems (ADAS).

This partnership will enable Bosch to develop more advanced applications including intelligent cruise control, upcoming curve alerts, and jam tail warnings, which are all critical components for car manufacturers developing the latest standard in automated driving systems.

Having the most up-to-date map and navigation data is an essential component of ADAS, providing drivers with a more detailed view of the road ahead. TomTom's smart map making technology enables Bosch to create more accurate Advanced Driving Applications with near real-time information.

"Combining TomTom's navigation technology and maps with Bosch's proven advanced driving systems enables car manufacturers to create a competitive solution for drivers," said Jan Maarten de Vries, VP Automotive at TomTom. "They benefit from having the most accurate information of what's happening on the road ahead, building an overall safer driving experience."

"We make driving safer and more convenient by integrating TomTom's latest information with our decades of automotive expertise, thereby creating innovative solutions. This is how we make a cutting-edge contribution to safe driving," comments Torsten Mlasko, Managing Director at Bosch SoftTec GmbH.

A demo of the Advanced Driver Assistance System will be available at the TomTom booth during Paris Motor Show: Hall 3 booth 234.

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