



March 19, 2013

## TomTom and the AA work together to reduce congestion in the UK

### ~ TomTom powers new AA Roadwatch Protraffic app ~

**19th March, 2013** - The Automobile Association (the AA) has licensed TomTom's HD Traffic data to power its brand new AA Roadwatch Pro traffic app.

With nine British cities featuring in the top 60 list of Europe's most congested cities\*, the AA Roadwatch Pro app has been launched to alert users to congestion on their planned routes. According to a major study\*\*, reducing delays by just 5% would save road users £2.5 billion each year.

Using TomTom's real time traffic services, the new AA Roadwatch Pro traffic app provides subscribers with a text alert if there are traffic delays on their planned journey before they leave. Users can then decide on an alternative route if necessary, to give them the best chance to arrive at their destination on time.

*"Powered by TomTom, the AA RoadwatchPro traffic app provides users with access to highly accurate traffic information, conveniently sent via text alerts."* said Charles Cautley, Managing Director of TomTom Automotive & Licensing. *"This traffic information helps drivers to make more informed decision about their journey and ultimately helps them to reach their destination faster."*

The app also provides users with immediate access to live traffic and roadwork information displayed using detailed street-level maps on the user's smartphone device.

Confirms Jeff Triner, Mobile Development Manager at The AA; *"Utilising TomTom's highly accurate real-time traffic services for the brand new RoadwatchPro traffic app makes it an important addition to our suite of apps. All of which have been designed to benefit not only our members, but also commuters who are keen to keep one step ahead when it comes to planning their future road journeys."* The AA Roadwatch Pro traffic app is available to download from iTunes for a free 7-day trial period followed by an annual subscription of £1.99.

### Notes to Editors:

\* TomTom's Congestion Index is the world's most accurate barometer of congestion in urban areas. The Index is uniquely based on real travel time data captured by vehicles driving the entire road network. TomTom's traffic database contains over six trillion data measurements and is growing by five billion measurements every day.

October 2012:

17. Leeds/Bradford - 27%

18. London - 26%

27. Nottingham - 24%

29. Manchester - 22%

35. Birmingham - 20%

39. Newcastle/Sunderland - 20%

40. Liverpool - 20%

41. Sheffield - 20%

44. Glasgow - 17%

\*\* Eddington study for the DFT.