



TomTom drivers to reduce traffic congestion for all

~ TomTom's traffic navigation system offers an immediate solution to help tackle traffic congestion ~

Amsterdam, 30 September 2010 – TomTom today publishes its Traffic Manifesto outlining how TomTom drivers hold the key to reducing traffic congestion for themselves and every driver around them. 10% of people driving with TomTom's HD Traffic™ system will create a real-time "collective effect", making roads flow more efficiently and reducing journey times for all.

With congestion affecting millions of people every day and having serious effects on drivers' health, businesses, society and the environment, TomTom has an immediate and cost-effective solution to help tackle traffic congestion.

"For many drivers, traffic congestion has become inevitable", says Harold Goddijn, TomTom's CEO. "We think it's time to challenge conventional thinking with a working solution to reduce traffic congestion right now on a very large scale."

TomTom has invested years in developing the very best traffic navigation system. Today TomTom can reduce journey times for individual drivers by up to 15%. TomTom drivers are connected online, so when a faster route becomes available, they are first to know. As a result, journey times can reduce for all drivers by up to 5% when 10% of the world's drivers use TomTom's HD Traffic™ navigation system in a portable navigation device, smartphone or via an iDash solution.

TomTom's HD Traffic™ navigation system combines the world's most accurate traffic information with dynamic route guidance technology. HD Traffic™ information is the most accurate in the world. It covers more road kilometres on both secondary and main roads. It reports traffic jams with higher accuracy and also refreshes more frequently than any other service. Drivers can also use TomTom's HD Traffic™ information online to plan their journey around a time when their route is less busy and in doing so will further reduce congestion.

TomTom outlines its mission - to reduce traffic congestion for everyone - as part of its Traffic Manifesto. The Manifesto outlines four key action areas, designed to accelerate mass adoption of intelligent route guidance systems. TomTom will continue to work with individuals, businesses, organisations and governments to see the full scope of its plans become a reality. The four commitments outlined in the Manifesto are:

1. We will encourage and inspire people to play a role in reducing traffic congestion.
2. We will increase the availability of TomTom HD Traffic™.
3. We will lead the continuous improvement of traffic and route guidance technology.
4. We will bring together key traffic stakeholders to share ideas and drive actions forward.

"We know that traffic congestion is not going to disappear completely, but we can do something significant to reduce it today," says Harold Goddijn, TomTom's CEO. "We're embarking on this mission because we love driving and hate traffic, and know that millions of drivers around the world feel this way too. We genuinely believe that TomTom has a role to play in helping to reduce traffic congestion in countries all over the world."

For more information you can access www.tomtom.com/manifesto.