



TomTom provides historical traffic data to city of Zürich

ITS World Congress, Orlando, FL, October 17, 2011 – TomTom today announces a partnership with PTV that will provide **historical traffic data** to the **city of Zürich**, Switzerland. PTV is a leader in traffic software and consulting. The city of Zürich will use TomTom's historical traffic database of more than **4 trillion anonymous data points** together with PTV's innovative software for transportation and traffic simulation. TomTom Custom Travel Times equips the city with a view on the speeds travelled on individual roads and during specific days and times, enabling customised analysis and improved transportation planning.

'The collaboration between TomTom and PTV in the city of Zürich showcases the value of TomTom data in efficient transportation planning and modelling,' said Maarten van Gool, Managing Director TomTom Licensing. *'With Custom Travel Times, the city will be able to better plan their transportation system reducing congestion and making commuters happier.'*

'By leveraging TomTom's massive historical traffic database, PTV is able to provide excellent data as the basis for planning models. This will help the city of Zürich to minimize time and cost for model calibration and achieve maximum planning quality,' said Peter Möhl, Director Products & Data at PTV. *'PTV believes that TomTom's historical traffic products offer a great alternative to using expensive equipment and field surveys to analyze road network usage.'*