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Audi Chooses TomTom and AutoNavi in China

Shanghai, 29 May 2014 – TomTom (TOM2) and its partner AutoNavi today announced a partnership with Audi in China, integrating its award winning real-time traffic information in vehicles of the German premium manufacturer.

TomTom Traffic provides precise and up-to-date traffic information for highways, major roads and secondary roads in China. Drivers can now get where they want to be faster with the advantage of TomTom's real-time traffic.

China has been the fastest growing automotive market in the world for many years. Despite measures to reduce congestion like limiting new vehicle registrations and building new roads, the country continues to face traffic problems, especially in densely populated urban areas.

"Our partnership with Audi in China is a significant step in our growth strategy. When purchasing a new car, navigation is one of the most frequently requested features in a vehicle. With the real-time traffic information of TomTom, drivers can get to their destinations faster. This also helps to ease traffic congestion on China's road networks," said Ralf-Peter Schäfer, Head of Traffic at TomTom.

TomTom and AutoNavi will initially provide traffic services for the Audi A3 model.