

TomTom Expands its Traffic Service to India and Bulgaria



Paris Conference, 15 September 2016 – TomTom ([TOM2](#)) today announced the launch of its real-time Traffic service in India and Bulgaria, extending its global reach to 52 countries.

“Traffic congestion remains a major problem for many countries around the world – and India and Bulgaria are no different,” said Ralf-Peter Schäfer, Head of Traffic and Travel Information at TomTom. “Our aim is to continuously empower drivers, businesses and governments by providing accurate traffic information to better manage traffic flow, increase road safety and ease the impact of congestion on the environment.”

Traffic conditions in India are amongst the worst in the world. In New Delhi, the capital of India, the frequency of traffic collisions is 40 times higher than the rate in London, the capital of the United Kingdom.¹ In Sofia, the capital of Bulgaria, despite recent modernisation programmes to help tackle congestion, the city suffers from substantial traffic jams and excessive air pollution levels.²

By expanding its Traffic service to these two additional countries, TomTom will be able to reach another 1.3 billion people, helping them to move more quickly and safely, while providing a valuable tool for all environmentally conscious end-users.

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¹ *TR Jain; Mukesh Trehan; Ranju Trehan. [Indian Economy](#). FK Publications. p. 457. ISBN 978-81-87140-37-5.*

² http://ec.europa.eu/regional_policy/en/projects/bulgaria/new-ring-road-eases-congestion-and-reduces-travel-times-in-bulgaria-s-capital-city

² http://www.numbeo.com/pollution/city_results.jsp?country=Bulgaria&city=Sofia