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TomTom Expands its Real-Time Traffic Service to Turkey

Istanbul, 22 July 2014 – TomTom (TOM2) has today launched its real-time traffic service in Turkey. The service helps drivers, businesses and governments make smarter decisions when tackling traffic congestion.

TomTom's real-time traffic creates a clear picture of traffic conditions as they evolve, keeping drivers in control of their journeys, with the most accurate, largest coverage area and the highest update frequency of real-time traffic information.

The latest TomTom Traffic Index ranks Istanbul second in the world for overall traffic congestion levels, with 62 percent of road networks in the city facing higher congestion levels during peak travel times. These congestion levels are unlikely to improve, as car sales are growing rapidly in the country. According to the Automotive Distributors' Association (ODD), passenger car sales in 2013 rose 19 percent from the previous year.

"As we expand our global footprint we continue to focus on creating easy-to-use solutions to ease the global traffic congestion problem," said Ralf-Peter Schaefer, Head of Traffic at TomTom. "We know that traditional responses to tackling congestion such as building new roads, or widening existing ones, are no longer proving to be effective. However, by empowering drivers, businesses, and governments with real-time traffic information we can help ease levels of congestion in Turkey and around the world."

TomTom's real-time traffic is now available on its all new TomTom GO range launching in Turkey today. The devices are now available in-store and online, and priced from TR499.

For more information, visit www.tomtom.com.

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Notes to Editors:

TomTom Traffic provides precise and up-to-date traffic information for highways, major roads and secondary roads using OpenLR location referencing in 37 countries. The service includes congestion forecasting which indicates whether a jam is growing or dispersing, and estimates how long the delays will last.