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European drivers at risk from preventable "sudden jam" accidents

TomTom Traffic technology now alerts drivers to slow down when approaching a jam

Amsterdam, 2 September 2013 – An independent study of more than 8,000 drivers surveyed across Europe*, revealed that people are putting themselves at risk from traffic jam related accidents. On average, 35% of respondents admitted to being involved in an accident when unable to brake in time to avoid sudden, stationary traffic.

While 64% of European drivers claimed to know the stopping distances needed to avoid accidents, only 28% of drivers actually knew how far in advance they needed to brake at 60 mph (100km/h) in their respective countries. The vast majority of respondents drastically underestimated the required stopping distances, thereby putting themselves and others drivers at risk.

"This new research reveals a serious issue that we can now address with our traffic technology," said Corinne Vigreux, Managing Director, TomTom Consumer. "TomTom Traffic has become so accurate that we can now pinpoint the precise location of a traffic jam. We have developed a new "Jam Ahead Warning" that shows drivers exactly where a jam starts and crucially alerts them to slow down if they are travelling too fast."

TomTom recently launched a new range of navigation devices featuring lifetime TomTom Traffic. The new TomTom GO 400, GO 500, 5000 and GO 600, 6000 all feature the unique "Jam Ahead Warning" feature.

* All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 8,227 drivers from the UK (1,689), France (1,148), Germany (1,351), Italy (1,441), Spain (1,359) and Netherlands (1,239). Fieldwork was undertaken between 6th - 11th August 2013. The survey was carried out online. The figures have been weighted and are representative of all adults in each country (aged 18+).