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TomTom Traffic Sees Major Improvements and Total Number of Countries with TomTom Traffic Hits 50 Globally

Amsterdam, 9 February 2016 – TomTom ([TOM2](#)) today announced significant enhancements to its [TomTom Traffic](#) service – benefiting drivers using TomTom [personal navigation devices](#) (PNDs) and [navigation apps](#), as well as customers who have [licensing](#) agreements with TomTom. The improvements are being revealed at the same time as TomTom announces a geo-expansion milestone for its traffic service. With the addition of Indonesia and Slovenia, TomTom Traffic is now available in 50 countries globally.

Major enhancements made to TomTom Traffic include *Turn-Dependent Jam Information*, *Dynamic Speed Limit Messages*, *Weather Influenced Predictions* and *Road Condition Monitoring after Rain or Snow*. The improvements will be rolled-out from April 2016.

Ralf-Peter Schäfer, Head of Traffic at TomTom, said: “At TomTom, we work tirelessly to ensure that we deliver a leading Traffic service. The major enhancements that we’re announcing today will improve the driving experience for people using our award-winning PNDs and apps, as well as drivers who are using a product that is powered by TomTom Traffic through a licensing agreement. We like to keep things simple, so drivers won’t notice many of the new features that are running in the background, but we do believe that they’ll notice that their journeys come with fewer headaches, as well as being faster.”

Overview of New Features:

Turn-Dependent Traffic Information

Congestion at some junctions may only affect drivers taking a certain turn (or travelling straight on). The new enhancement automatically detects the different ‘turn dependent’ traffic situations at junctions and enables the navigation system to only take into account jams specific to the driver’s turn intention on their specific route.

Dynamic Speed Limit Messages

Agencies responsible for managing the road networks deploy roadside or overhead message signs in order to dynamically change the speed limit. This is done to reduce the speed of traffic during busy periods, so that drivers are moving more safely and in a more consistent flow. TomTom Traffic will automatically monitor highways with variable speed signs, and displays them to the driver.

Weather Influenced Predictions

Heavy rain or snowfall can have a significant impact on the speed of traffic. TomTom Traffic will use advanced weather information with other influencing factors, such as severity and tendency, of any existing jams, to further improve the accuracy of the expected lifetime of congestion, and future speeds on the road.

Road Condition Monitoring after Rain or Snow

Traffic conditions may continue to be affected by delays for some time after snow has stopped falling, if there is snow lying on the road. TomTom Traffic will monitor areas affected by weather-related delays, and continue to display relevant delay messages until the road returns to normal. This ensures that delays can be taken into account with regards best routing and ETA information.

Also announced today is the launch of TomTom's world-class traffic service in Indonesia and Slovenia. TomTom now provides accurate traffic information for highways, major roads and secondary roads in 50 countries. TomTom Traffic includes congestion forecasting, which indicates whether a jam is growing or dispersing, and estimates how long a delay will last.

"Traffic congestion is an issue for many cities around the world", continues Schäfer, "and those in Indonesia and Slovenia are no different. As well as hitting a major milestone in the roll-out of TomTom Traffic globally, the launch of TomTom Traffic in these two new countries gives their drivers, their automotive industries, and governments, a concrete way to tackle traffic congestion. Our aim is to help drivers get there faster, and support governments to better manage traffic flow."

You can find out more about TomTom Traffic [here](#).

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