TomTom

Delcan chooses TomTom data for traffic analysis in NYC

Washington, DC, TRB, January 23, 2012 – TomTom announces a partnership with Delcan Corporation in which **historical traffic data** will be used for the Strategic Highway Research Program 2 (SHRP 2). SHRP 2 is managed by the Transportation Research Board of the National Academies. By using anonymous GPS-based measurements from the TomTom historical traffic database, Delcan and its partners will develop models for travel time reliability analysis and research as part of the National Academies SHRP 2 program. The TomTom traffic database allows Delcan to use actual traffic measurements without the cost, time and complexity of traditional survey methods.

"The opportunity to influence the U.S. highway system in a positive way is one that TomTom takes very seriously," says Charles Cautley, Managing Director TomTom Automotive and Licensing. *"We believe that by using TomTom historical traffic data, Delcan and the SHRP2 program will help push traffic modeling in the U.S. to a higher level of quality."*

"The granularity of the TomTom historical traffic data enables detailed analysis of driving behavior since it can focus on a particular route at a specific time of day," says Richard Mudge, Vice President at Delcan. *"By partnering with TomTom, we've saved not only time and resources but also increased accuracy at reduced costs compared to using traditional survey methods."*

TomTom's historical traffic database includes more than 5 trillion anonymous data points, revealing the speeds driven on any stretch of road and over any period of time and day.