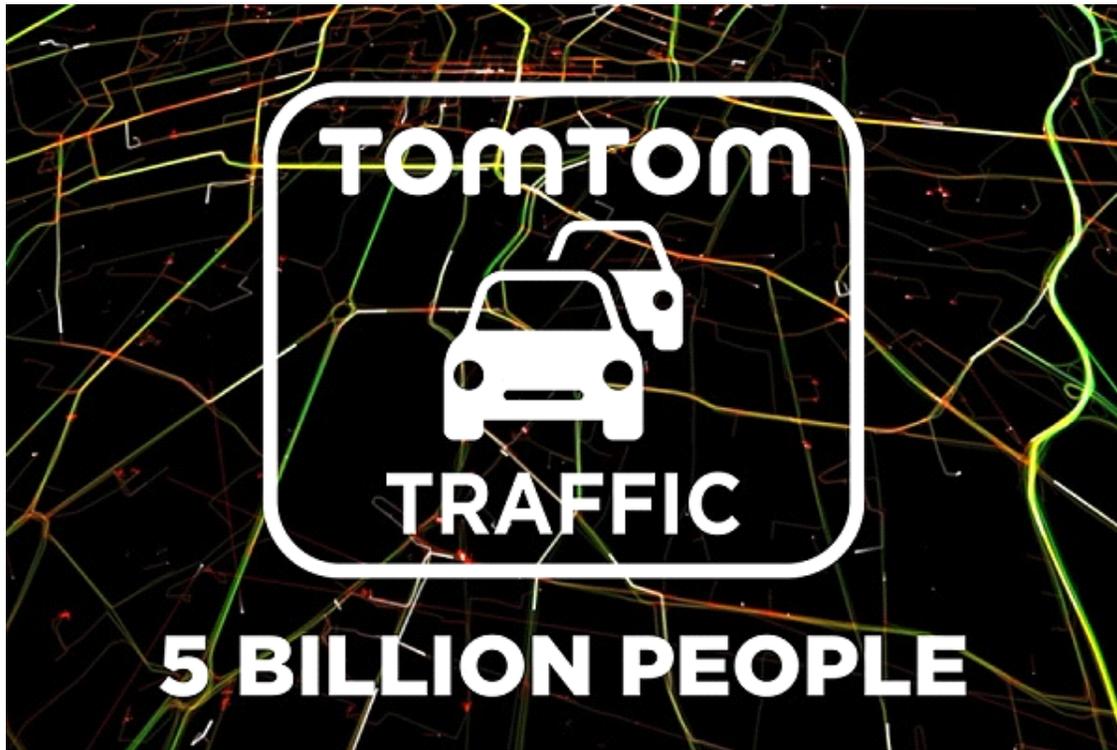


## TomTom Traffic Can Now Reach 5bn People Worldwide



**IAA Frankfurt, Germany, 12 September 2017** TomTom ([TOM2](#)) today announced the introduction of [TomTom Traffic](#) in Egypt, Morocco, Macau and Iceland. This extends the service's reach to 68 countries with a combined population of more than five billion people. With these new countries, TomTom adds to what is already the most comprehensive Traffic coverage of Europe and the Middle-East.

TomTom Traffic offers up-to-date information on road conditions such as traffic jams, roadworks and accidents. This information can be used by drivers to find the most optimal route and avoid congestion, but is also used by cities and road authorities to monitor, analyse and influence the traffic.

TomTom also announced that it is increasingly providing Lane-Level Traffic, a feature that is critical to autonomous driving. Already able to detect traffic on different lanes at junctions, TomTom Traffic can now also differentiate between traffic flow on High Occupancy Vehicles (HOV) lanes and regular lanes.

Ralf-Peter Schäfer, VP, TomTom Traffic, said: "With rapid developments in Autonomous Driving and an increased focus on Smarter Cities, accurate and fresh traffic information is playing an increasingly important role. Hitting this milestone is an exciting moment, knowing we are helping to accelerate the future of driving for billions of people worldwide."

TomTom will continue to support its customers with Traffic technology available in a greater number of countries, supported by the continuous growth in the supply of source data it receives from over 500 million connected devices\*.

TomTom Traffic is expected to be launched in several additional countries in 2017 and 2018. This rapid growth demonstrates the scalability of the TomTom Traffic technology, as well as the ability of TomTom to support its Automotive, Government and Enterprise customers globally with high-quality maps and traffic services.

\*TomTom Traffic is sourced by more than 500 million smartphones, cars and portable navigation devices providing GPS data points.

TomTom Traffic will be showcased along with TomTom's complete automotive product offering at IAA Frankfurt: Hall 8, booth D26. Visitors to [MWC Americas](#) can find out more from 12 September at Hall West, Stand W.514.

The latest on TomTom at IAA Frankfurt can be found [here](#).

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