

HOW WE GET YOU THERE THE FAST

THE QUALITY OF TRAFFIC INFORMATION IS DETERMINED BY FOUR POINTS

TomTom outperforms competition on three out of the four of these check points for quality

TOMTOM TRAFFIC - EUROPEAN COVERAGE

TOMTOM TRAFFIC IS AVAILABLE IN THE FOLLOWING EUROPEAN COUNTRIES :



Andorra, Austria, Belgium, Denmark, Finland, France, Germany, Gibraltar, Ireland, Italy, Lichtenstein, Luxembourg, Monaco, Malta, The Netherlands, Norway, Portugal, Sweden, San Marino, Spain, Switzerland, United Kingdom, Vatican City.

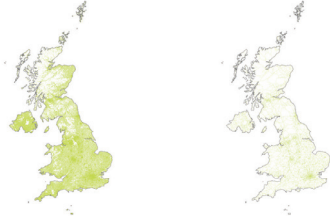
For more information, visit tomtom.com/lifetimetraffic



1. ROAD COVERAGE

The total road network comprises highways, major roads, secondary and residential roads. TomTom Traffic covers 99.9% of all roads.

Numbers valid as of March 2014



99.9%
of roads

TomTom Traffic

14%
of roads

TMC Traffic



2. RELIABILITY OF DATA

TomTom Traffic uses crowd-sourced data from more than 400 million drivers around the world

Numbers valid as of March 2014



>400 million
drivers

TomTom Traffic

<100 million
drivers

TMC Traffic



3. ACCURACY OF REPORTS

TomTom Traffic pinpoints exactly where jams start and end.

Numbers valid as of March 2014



Precise down to
10 metres

TomTom Traffic

Precise down to
100 metres

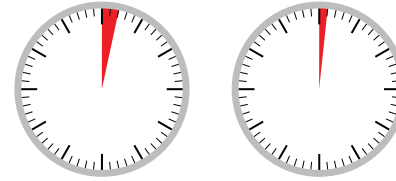
TMC Traffic



4. UPDATE FREQUENCY

TomTom Traffic delivers the most accurate traffic information every two minutes.

Numbers valid as of March 2014



Every
2 minutes

TomTom Traffic

Every
1 minute

TMC Traffic

HOW TO GET TOMTOM TRAFFIC INFORMATION



Your TomTom device is ready to receive traffic information by connecting to your smartphone via Bluetooth*.*

*Your smartphone needs to be compatible and come with a data plan. Extra costs may apply.



Always connected is the simplest way to get TomTom Traffic on your device. It works straight out of the box and there are no additional costs for roaming.



HOW MUCH DATA WILL TOMTOM TRAFFIC USE?

On average, if you drive for an hour per day during peak time traffic, you will use approximately 7MB data per month. This is less than the equivalent of downloading or streaming 2 music tracks per month (which use around 5MB each).

For more information visit : tomtom.com/connect

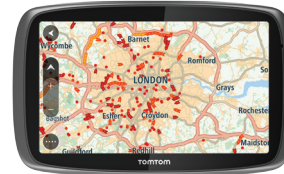


TOMTOM TRAFFIC RANGE

	GO 60	GO 600	GO 6000
	GO 50	GO 500	GO 5000
	GO 40		

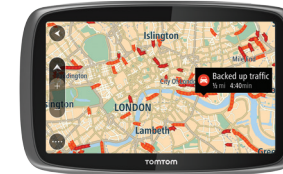
UNIQUE TO TOMTOM - TRAFFIC FEATURES & BENEFITS

TRAFFIC OVERVIEW



See the full picture of all the traffic jams around you.
Zoom in for a close-up view & zoom out for a bird's eye view.

TRAFFIC DETAIL



See traffic incidents in detail. Know exactly -
• which roads are congested • the length of the delay and
• what is causing the delay.

FASTEST ROUTES



Drive the fastest route.
You will always be offered the fastest route available.

TRAFFIC JAM ALERTS



Receive alerts when you are approaching a jam too fast.

TRAFFIC JAM ALERTS



Know the exact location of where a traffic jam starts...

TRAFFIC JAM ALERTS



... and ends.