



Custom Travel Times

Insights for traffic management

TomTom has a legacy of developing innovative navigation and traffic-related solutions from years as a leading provider to the market. Leveraging its innovations with community feedback, TomTom is able to collect anonymous GPS measurements, globally, and to build a picture of road-network performance that is unique in the industry. Since 2007, over 2 trillion consumer-driven data points have been collected from more than 45 million TomTom users worldwide. This equals more than 25 million kilometers of measurements; equivalent to every road on the TomTom map being driven 3,000 times. This historical traffic information provides for measurement, monitoring, validation and prediction of traffic behavior at a high level of resolution.

With consumer driven roadway data becoming more valuable to traffic planning and roadway network analysis, engineers are seeking data to support extremely sophisticated traffic models. Custom Travel Times provide highly granular speed and bottleneck information for roads around the world. Our ever-expanding historic speed database makes it possible to obtain actual driven historical traffic times and speeds on any stretch of road over any period of time and time of day. Custom Travel Times cover all roads, from major motorways to local and destination roads, throughout Europe and North America.

Product Features & Benefits

FEATURE	BENEFIT
Broad Coverage Actual speed information available for highways, urban and rural arterials, secondary roads throughout Europe and North America	Ability to predict and define traffic patterns and bottlenecks using actual driver behavior
High Accuracy Aggregates anonymous actual speed data from tens-of-millions of consumer GPS devices	Results in broad understanding of traffic situation in a particular geography
Detailed Granularity Available for all road segments, on average between 100 yards and 1 mile in length, at any hour of the day, during any period of time (for example, weekday-morning rush hour during winter months)	Customize data to meet ever changing needs and monitor over time
Growing Dataset Over 2 trillion speed measurements available and always growing	Large sample provides reliable information
Efficient Investment No roadside equipment, surveys or other field technology required	Maximize resources by focusing on efficient, environmentally friendly methods of managing traffic
Fast Results Recent and historical speed measurements at your finger tips	Understand traffic patterns quickly

Product Definition

Custom Travel Times deliver the following:

- Average and median travel times on user-defined routes
- Average and median road segment speeds
- Route travel time and segment speed factors (peak vs. off-peak)
- Number of speed measurements available for a particular route

Formats

- Excel spreadsheet with statistics and graphs
- Shapefile with link-based statistics for all routes
- KML file with link-based statistics for all routes
- PDF report with map of speeds

End User Benefits

Better traffic management and road network performance results in:

- Ability to plan for reducing traffic delays
- Reduced emissions and noise

Case Study

Project Overview

The consortium of the City of Amsterdam, the Amsterdam Metropolitan Planning Agency and the Netherlands Ministry of Transport applied TomTom Custom Travel Times for traffic management. The goals of the project included:

- Report travel times
- Report travel time reliability
- Identify traffic bottlenecks
- Provide a basis for prioritizing improvement projects and
- Validate a new generation of traffic models.

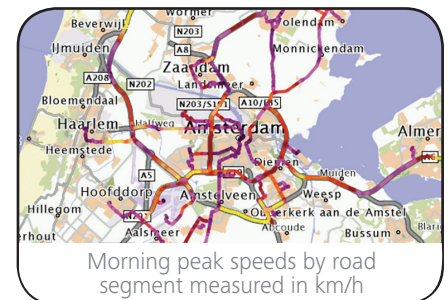
Availability

Europe

- Belgium
- Denmark
- Germany
- Luxembourg
- Netherlands
- Norway
- Sweden
- Switzerland
- United Kingdom

North America

- Canada
- United States (excluding Alaska)



Amsterdam Custom Travel Times Output Route: Almere to Amsterdam City Center

Period: Q1 2009
Travel Time: Minutes + Seconds

Time	Length (km)	Sample Size	Median	Average	95th percentile time	Median + 10 minutes	Percentage 'on time'	Travel time factor
Off-Peak	27.050	8994	22:52	26:11	40:26	32:52	86%	
PM Peak	27.050	3733	24:00	29:53	55:00	34:00	78%	1.14
Free Flow	27.050	6171	22:20	26:19	42:46	32:20	87%	
AM Peak	27.050	4713	27:04	36:29	82:45	37:04	72%	1.39

Conclusion

TomTom Custom Travel Times provided the Amsterdam consortium with reliable information without the need for costly field work which would have provided a less realistic view of actual conditions on the road network.



About TomTom N.V.

TomTom N.V. (AEX: TOM2) is the world's leading provider of location and navigation solutions. Headquartered in the Netherlands it employs over 3000 employees worldwide. More than 40 million people daily use its solutions, be it in the form of dedicated portable navigation devices (PNDs), in-dash car systems or tracking and tracing solutions for fleet management. In addition, hundreds of millions of people use TomTom's digital maps on the internet or mobile phone.

In 2009, TomTom reported €1.5 billion in revenues and a €340 million net cash flow from operating activities. More information about TomTom can be found on

www.TomTom.com.