# TOMTOM LAUNCHES ITS TRAFFIC SERVICE IN HONG KONG

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TomTom today announced the launch of its world-class traffic service in Hong Kong. TomTom provides accurate traffic information for highways, major roads and secondary roads in 48 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 – and Hong Kong is no different. In fact, with a population of 7.2m, Hong Kong is the 4th most densely populated metropolis* in the world,” said Ralf-Peter Schäfer, Head of Traffic at TomTom. “The launch of TomTom Traffic gives drivers, the automotive industry and governments a concrete way to tackle traffic congestion in their market. Our aim is to help drivers get there faster and support governments to better manage traffic flow.”

According to TomTom data, the busiest hour of the day for traffic in Hong Kong is between 8am and 9am, and during this hour the average total jam length is usually over 35 kilometres. On some days the total jam length can grow twice as long.

**-Ends-**

*Source: Wikipedia, (2015): “List of sovereign states and dependent territories by population density” Retrieved on 16.10.2015
from
https://en.wikipedia.org/wiki/List_of_sovereign_states_and_dependent_territories_by_population_density

**About TomTom**

At TomTom (TOM2) our mission is to make technology so easy to use, that everyone can benefit from it.

We created easy to use navigation devices, helping millions of people to get where they want to be. Today, we continue to simplify the complex, making technology more accessible for everyone.

We have four customer facing business units: Consumer, Telematics, Automotive and Licensing.

We make easy to use navigation devices, sport watches and action cameras for consumers. We enable businesses with vehicles to more easily manage and improve fleet efficiency whilst increasing overall business performance with our Telematics solutions. We also offer a world leading real-time map platform that is powering innovative location based services and helping to make automated driving a reality for the automotive industry.

Founded in 1991 and headquartered in Amsterdam, we have over 4,400 employees worldwide and sell our products in 48 countries.

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