



2023 TomTom Traffic Index – Addendum

Navigating rising mobility costs

By Ralf-Peter Schäfer, Vice President of Traffic at TomTom

Driving in the world's cities seems to be getting increasingly expensive — in terms of time, money as well as environmental impact. As the average cost of living increases, knowing how much driving actually costs can encourage people to swap their short car journeys for alternative modes of transport. Reducing reliance on personal cars and switching to multi-modal transport, even for a few days every week, can help drivers manage their spending. Needless to say, this is only possible when governments and urban planners build the right infrastructure that supports such travel practices.

There is an urgent need for making our cities sustainable and reducing our collective carbon footprint. Location data is a powerful tool that can guide people in the transition to more eco-friendly modes of transport such as two-wheelers and bicycles, and even EVs. It can also inform much-needed bold decisions by governments and businesses such as making fleets more fuel efficient and dismantling outdated car-centric infrastructure and replacing it with greener transport systems.

There are also practices drivers can adopt when other modes of transport aren't readily available that will help them control both their monetary spending and the environmental impact they create. Turning the engine off during 'idle' periods on the road and driving slower when possible are effective ways to control fuel consumption.

Driving outside of peak hours is another way to ensure you spend less time and money on your commute. Flexible working arrangements can go a long way towards making this possible. In August 2022, when Dutch national train operator NS went on strike, no major effect on road traffic was noticed. This can be explained by commuters choosing to work from home instead of hitting the road, which is set to become a legal right in the Netherlands.

But while individuals can make an impact by reconsidering their current driving habits, there is a need for a sea change in our collective approach to transportation in order to tackle the rising cost of mobility: We need drivers, businesses and authorities to work together. With its futuristic vision and the super sources that power its new Maps Platform, TomTom fosters innovation from any developers and corporations who want to contribute to this transformation and support fundamental shifts in the state of transportation.

Find out more about the TomTom Traffic Index at tomtom.com/TrafficIndex.