



## TomTom traffic data powers new PTV Group automated transport modeling solution

- Millions of TomTom's anonymized data points show traffic demand for automated modeling with new PTV Group Model2Go solution.
- Analysis of most-used routes and traffic flow from TomTom enables PTV Group to deliver network and demand transportation models of entire cities within one week.

**Amsterdam, Netherlands, 13 June 2023**, TomTom ([TOM2](#)), the geolocation technology specialist, today announced it is integrating its traffic data with PTV Group's new automated transport modeling solution, PTV Model2Go. Through this integration, PTV Group will leverage TomTom's trustworthy, scalable and reliable origin and destination (O/D) traffic data to significantly reduce the time and effort it takes to model transportation patterns in entire cities or regions. This new cloud-based solution delivers automated network and demand transportation models in as little as one week — leveraging reliable, global and trend-based traffic data from TomTom combined with anonymized data from more than 600 million connected devices.

"TomTom is proud to now deliver our reliable and scalable traffic data for PTV Model2Go, the latest in a series of innovative solutions from the company," said Mike Schoofs, Chief Revenue Officer, TomTom. "By analyzing millions of trips globally and anonymizing that information for analysis, TomTom's data will open a broad array of research possibilities and enable transport planners and cities to make informed, accurate decisions about the way traffic flows."

"PTV Group and TomTom have collaborated for more than 10 years to solve the most common problems in mobility and logistics, and we're excited to broaden this partnership with our powerful Model2Go solution," said Christian U. Haas, CEO, PTV Group. "By integrating the latest captured travel data, and integrating TomTom's origin and destination trip information, we're taking our out-of-the box models to new heights."

### **A new evolution in transportation and urban planning**

PTV Model2Go combines intelligent model development technology with TomTom's comprehensive traffic data — based on the anonymized and GDPR-compliant analysis of millions of trips, preferred routes and most driven streets throughout time. It revolutionizes the process of building basic transport models for any city or region worldwide, accomplishing it within a mere week. Users across various sectors, including administration, industry and research, receive a ready-made foundation to develop both simple and intricate modeling use cases for their needs.

The solution integrates TomTom Origin Destination (O/D) analysis and detailed information about trip dynamics and drivers' preferred routes. Based on advanced algorithms that analyze anonymized Floating Car Data (FCD) from 600+ million connected devices, TomTom O/D analysis delivers a complete view of the most-used routes and traffic flow between popular points of interest — showing how people move and helping shape smarter mobility options in 79 markets globally. Learn more [here](#).

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**About TomTom:**

Billions of data points. Millions of sources. Hundreds of communities.

We are the mapmaker bringing it all together to build the world's smartest map. We provide location data and technology to drivers, carmakers, businesses, and developers. Our application-ready maps, routing, real-time traffic, APIs and SDKs enable the dreamers and doers to shape the future of mobility.

Headquartered in Amsterdam with 3,800 employees around the globe, TomTom has been helping people find their way in the world for over 30 years.

[www.tomtom.com](http://www.tomtom.com)

**About PTV Group:**

PTV Group is a leading global software company for traffic planning, simulation and real-time management as well as a provider of optimization solutions for logistics. With more than 40 years of experience in the fields of mobility and logistics, the Germany-based company provides software products based on proprietary algorithms ranging from microscopic and macroscopic modeling and simulation of traffic to real-time traffic management, benefiting more than 2,500 cities and municipalities. In addition, PTV is one of the leading companies providing software for the planning and optimization of logistics processes, especially in the fields of route planning and tour optimization. Bridgepoint acquired a majority stake in the company in January 2022 in order to further accelerate its growth together with Porsche Automobil Holding SE, which continues to hold a minority stake in PTV. Since 2023, PTV Group and Econolite are united under the brand Umovity.

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