



TomTom and Mitsubishi Electric collaborate to advance Automated Driving

- TomTom's Advanced Driver-Assistance System (ADAS) Map combined with Mitsubishi Electric's High-Definition Locator provides automakers with a high-precision, integrated solution for next-generation vehicles.
- With this collaboration, the companies are developing hardware solutions that provide the highly accurate navigation data required for automated driving.

Las Vegas, Nevada, US, 8 January 2024 - TomTom ([TOM2](#)), the location technology specialist, and Mitsubishi Electric Automotive America today announced they are integrating technologies to develop new solutions and drive innovation in automated driving.

Through this collaboration, TomTom's Advanced Driver-Assistance System (ADAS) Map will power Mitsubishi Electric's [High-Definition Locator](#) hardware, providing the highly accurate data required for automated driving. Mitsubishi Electric's High-Definition Locator is a highly precise vehicle positioning system by its own positioning algorithm that utilizes global navigation satellite system (GNSS) and inertial measurement unit (IMU). Combined with the high-definition mapping that TomTom's map provides, the system generates accurate information on the vehicle's position and road data critical for automated driving applications such as advanced driver assistance systems (ADAS) applications.

TomTom leverages a multi-sourcing strategy for its map, including data from GPS probes, front facing cameras, and vehicle sensors, to allow automated driving systems to anticipate the road ahead. Already being used in millions of vehicles on the road for Levels 1 to 2-Plus autonomous driving, TomTom's map technology is consistently updated, providing a highly detailed representation of the road, and allowing self-driving vehicles to pinpoint the location of all road elements, including lane centerlines, traffic signs, and other objects, to make sense of their surroundings.

"We're exhilarated to work with TomTom, widely recognized as the leading provider of precise and reliable mapping data," said Michael Horani, Director of Advanced Development, Mitsubishi Electric Automotive America, Inc. "Through this collaboration, we help accelerate innovation in automated driving and utilize industry-leading, up-to-date maps to improve the safety of autonomous vehicles."

"With drivers relying more heavily on their cars, the role and scope of digital maps must go beyond turn-by-turn navigation and be built specifically for self-driving vehicles," said Paul Heslen, VP Product Management, TomTom. "TomTom's map is designed for this purpose. Our highly detailed and accurate maps help vehicles plan a path and safely travel along any route, making all necessary adjustments, including changing lanes, taking exits, and merging into highway traffic, enabling further developments for Level 2-Plus to Level 5 autonomous driving."

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Note to editors:

This press release includes amendments and replaces the previous version.

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

About Mitsubishi Electric Automotive America:

Mitsubishi Electric Automotive America, Inc., a U.S. affiliate company of Mitsubishi Electric Corporation, was established in 1979 to serve the North American automotive, heavy-duty truck and coach business. Mitsubishi Electric Automotive America offers a wide range of products and services, including High-Definition Locators, In Cabin Monitoring Systems, Predictive Lighting Systems, Electric Power Steering, EV Motor & Inverters and powertrain products such as Starters and Alternators. Additional information is available at: www.meaa-mea.com.

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