



TomTom and DeepRoute.ai partner to advance AI-based automated driving

- *The two companies have signed a memorandum of understanding covering their joint technical work on AI-based automated driving*
- *An integrated demonstration vehicle will be showcased during the Paris Motor Show*

Amsterdam, The Netherlands / Shenzhen, China, 12 October 2026 – TomTom ([TOM2](#)), the specialist in mapping and location technology, and DeepRoute.ai, the AI-powered automated driving technology company, today signed a memorandum of understanding covering their joint technical work on automated driving. The two companies have integrated TomTom's location data into DeepRoute.ai's automated driving stack. They will demonstrate the result on Paris roads during the Paris Motor Show.

While AI-based automated driving systems become more advanced and widely available, location intelligence provides a critical layer for interpreting and navigating complex road environments. DeepRoute.ai's stack combines sensor information with TomTom location data to ground the automated driving in the road layouts, local rules and wider context needed to plan ahead and navigate unfamiliar roads. Together, these capabilities ground the precise driving decisions and maneuvers required for advanced L2+ and L2++ functions.

This becomes especially important when automated driving solutions are deployed across different markets. Roads, traffic rules, driving behaviors and validation requirements vary from one market to another. TomTom's location data captures these local differences, helping carmakers and technology partners adapt automated driving systems to regional conditions and scale them more efficiently across markets.

"Automated driving systems are becoming increasingly advanced and safer by building on a reliable understanding of the physical world. As these AI-driven technologies evolve, they need a scalable, dependable understanding of real-world environments that can adapt to local road conditions," said Willem Strijbosch, Head of Orbis Product Management, TomTom. "DeepRoute and TomTom's cooperation is speeding up the safe roll-out of automated driving across different markets."

"As we accelerate our global expansion, partnering with a world-class location technology provider like TomTom is a crucial milestone," said Xuan Liu, Partner, DeepRoute.ai. "By combining our advanced AI driving stack with TomTom's rich location intelligence, we can better help automakers navigate complex

and unfamiliar regulatory and physical environments abroad, bringing safe and scalable automated driving to drivers worldwide faster.”

Test drives at the Paris Motor Show

The demonstration vehicle runs DeepRoute.ai’s automated driving stack on TomTom location data on open roads in Paris. Media and customers attending the Paris Motor Show can book a test drive or arrange a meeting with the TomTom team.

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About TomTom:

Billions of data points. Millions of sources. Thousands 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 empower the dreamers and doers to move our world forward.

Headquartered in Amsterdam with 3,300 employees around the globe, TomTom has been shaping the future of mobility for over 30 years.

www.tomtom.com

About DeepRoute.ai :

DeepRoute.ai is a premier artificial intelligence company. We forge intelligence with a pulse, driving the world into the future. We believe AI should pulse through every moment of the physical world, and peace of mind should be woven into every journey.

To date, 500,000 vehicles equipped with DeepRoute.ai’s Urban Assisted Driving solution have reached consumers across more than ten best-selling models. The company has also pioneered the use of mass production vehicles to build the algorithmic foundation for Robotaxi services, actively expanding this business line.

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