



Insurance

TomTom shows the way to faster and more accurate risk assessment

maps & content | real time & historical traffic | lbs



www.tomtom.com/licensing

The TomTom Advantage for Insurance

Risk assessment, it is at the heart of the insurance industry. It is the skill of compiling data to pre-determine potential exposure. Success is based on accuracy and no-one provides more accurate data than TomTom.



KEY BUSINESS ADVANTAGES	
Risk Assessment	Highlight risk factors with TomTom's detailed map layers and historical traffic information
Danger Zones	Leverage the freshest data to easily identify hotspots such as flood zones and road networks with poor safety records
Future Proof	Predict changes in policy with the freshest data
Customer Satisfaction	Win new business with improved quotation accuracy

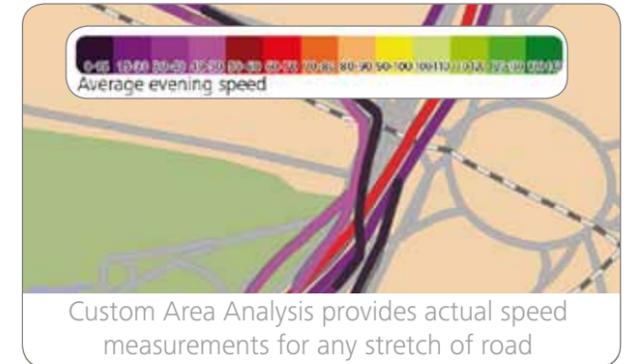
Whether you're in property, casualty, automotive, health or life insurance a highly accurate map is a business critical tool. Equally important is its flexibility. The ability to layer highly accurate traffic data, pinpoint addresses and track census information provides the potential for a revolution in efficiency and profitability. When searching for the ultimate business rewards, let a map show you the way.

TomTom Products: Improving Business Results on a Global Scale

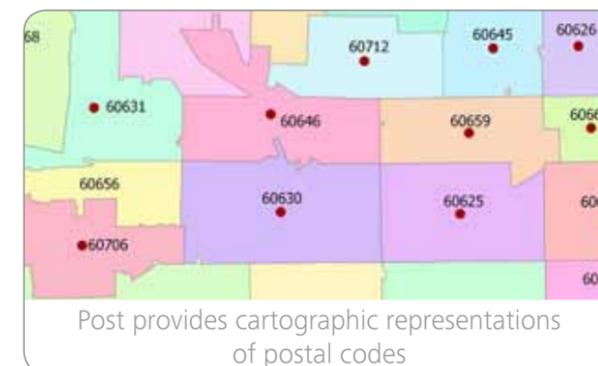
TomTom delivers a comprehensive range of map, route and traffic products to assist every aspect of your business. Highlights include:



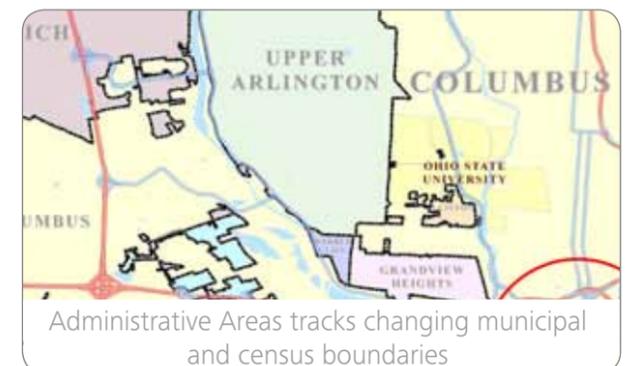
MultiNet provides the richest, freshest and most accurate global road network database. It integrates turn-by-turn directions, road data including signage and intersections to get you moving quickly and efficiently.



Custom Travel Times and **Custom Area Analysis**, both historical traffic products, reveal the risks travellers face every day. Specify the route or area you require and analyse it at any hour of the day, and any day of the year. Understand road usage in extreme weather conditions, when school lets out, and even the impact of holidays.



Post drives enterprise efficiencies with cartographic representations for postal codes in the United States and Canada. It extends the functionality of MultiNet by providing detailed point and boundary representations of postal districts, linking to municipal coverage and providing for additional analytical capabilities.



Administrative Areas offers commercial grade boundaries of municipal and census defined geographic divisions in the United States and Canada. Boundary changes are tracked for shifting political boundaries to most accurately steer analysis and key strategic initiatives.

Connect with the Location Intelligence Experts

Innovation drives the future of location awareness. This innovation starts with the map and evolves to incorporate real time and predictive traffic information. Through innovation, TomTom keeps pace with the ever-changing world by delivering products which improve your business, drive efficiency and reduce costs. Partner with TomTom and you will have access to:



The freshest map

TomTom coverage is updated daily using multiple sources. It extends over 200 countries and territories and encompasses more than 3 billion people and 34 million kilometres globally.



The most accurate real time traffic information

TomTom real time traffic products create a vivid picture of traffic conditions as they evolve, keeping drivers in control of their journeys.



The largest resource to predict traffic flow

With a database of over 3 trillion anonymous GPS measurements, TomTom historical traffic products provide analysis to predict driving behaviour across the road network.

Find out how our location intelligence can benefit you. Contact TomTom today.



About TomTom

Founded in 1991, TomTom (AEX:TOM2) is the world's leading supplier of location and navigation products and services focused on providing all customers with the world's best navigation experience. Headquartered in Amsterdam, TomTom has 3,500 employees and sells its products in over 40 countries.

TomTom Licensing is the division of TomTom dedicated to delivering relevant, fresh and high-quality digital maps, and dynamic content, to a wide range of business customers. Our product portfolio includes the world's freshest digital maps covering over 200 countries and territories globally, as well as the most accurate real time and historical traffic products.

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