

TrafficNav

# EVERYONE HATES TRAFFIC CONGESTION

WE CAN HELP  
TO DEAL WITH IT!



## ADVANTAGES OF RDS-TMC SERVICE

- No extra monthly fees
- No license renewal
- No mobile phone needed
- No mobile coverage problems
- No roaming issues

## LIVE TRAFFIC

RDS-TMC can help drivers to keep in control of their journeys and choose a better route. Road sensors, real traffic incident data and traffic flow measurements create a vivid picture of traffic conditions as they evolve. Be competitive with new technologies!

## HOW RDS-TMC WORKS?

- Traffic information sent to device via FM radio broadcasting, independent from the audio signal of radio station.
- No mobile connectivity or external device is needed
- Traffic events are displayed and used for route planning
- Device gets lifetime license, no renewal, no subscription is needed
- TMC is an international standard that is available all across Europe and on other continents as well.
- Roaming in other countries implies
- No additional cost for drivers.

## CASE STUDIES

**Ireland:** 1st October 2013

Heavy rain and flooding caused heavy traffic problem on all approaches to Dublin.

**Hungary:** 13th of March 2013

M7 highway was closed for two days due to heavy snow

**Slovenia:** 31st of January 2016

70 cars crash on A1 highway in dense fog

**Bulgaria:** 17th November 2015

Protesters blocked Pazardzhik - Plovdiv main road in both directions.

**Croatia:** 2015 summertime

Summertime and holiday queues at toll plaza were considerable on highways.

**Greece:** 2010-2014

Several demonstrations caused impassable areas in Athens

**Turkey:** 7th of September 2015

First school day is a big challenge for drivers in Istanbul.

## WHY IS IT GOOD FOR A CAR DEALER?

Make your premium priced in-dash navigation competitive

- PND for EUR 150 **with live traffic**
- Mobile app free of charge **with live traffic**
- Is your navigation offer competitive?

## MEET END USER EXPECTATION

In today's world, people expect to be always connected and always up-to-date.

Will they get the same service as German drivers?

If not will you make price allowance to compensate?

## STRENGTHEN YOUR BRAND IMAGE

- Listen to local drivers' needs
- Avoid looking negligent and making customer frustration
- Offer them full service what they see in Western Europe



## HOW TO ORDER?

Contact us at [sales@trafficnav.eu](mailto:sales@trafficnav.eu) to initiate RDS-TMC service activation in your country!

### REFERENCES



### LOCAL PARTNERS

CROATIA



BULGARIA



GREECE



HUNGARY



IRELAND



SLOVENIA



TURKEY

