TomTom and Maplink Cover Global Logistics Business

TomTom has been selected to power Maplink's logistics and enterprise geolocation solutions. Maplink will leverage TomTom global map and traffic data in its API's and logistics platform which hosts hundreds of thousands of assets worldwide. TomTom data will also be used in Maplink logistics software which can be installed on premise or on mobile driver terminals.

"Through our work with transportation and logistics systems, TomTom is transforming mobility across the world," explains Anders Truelsen, Managing Director of TomTom's Licensing Business. "By harnessing the value of our global map and traffic data, Maplink clients now have the tools and data necessary to drive more efficient transportation routes and make more informed business decisions."

Capitalising on TomTom's fresh maps and live traffic views, Maplink solutions are better enabled to meet the growing market needs for on-demand logistics and geolocation solutions.

"We selected TomTom because of the high quality of their cartographic base and global coverage," adds Frederico Hohagen, CEO of Maplink. "With this new global agreement, coupled with our recent acquisition activity, MapLink extends the value of our offering from Latin America to include Europe and beyond."

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