Toyota Selects INRIX to Power Entune™ Navigation With Real-Time Traffic Information

LAS VEGAS, Jan. 4, 2011 /PRNewswire/ -- 2011 International Consumer Electronics Show -- INRIX, the leading provider of traffic and driver services, announced Toyota will use its real-time traffic information to fuel the automaker's new Entune™ multimedia system on select audio headunits.

Toyota Entune leverages the customer's mobile phone to access INRX's real-time traffic information, alert drivers to potential traffic causing delays along their route and recommend the best way to navigate around them. By utilizing conversational voice recognition and easy-to-use in-vehicle controls, rather than touching their mobile phone, drivers can safely connect to INRIX's real-time traffic information to determine the best route, travel time and ETA. Toyota Entune will be available in select vehicles starting later this year.

"Entune does for in-car multimedia what the iPhone did for mobile," said Bryan Mistele, CEO of INRIX. "Whether traveling across town or cross-country, Toyota's smart, yet simple approach makes it safer and easier for consumers to take their life on the road. INRIX simplifies the journey further, fueling Entune navigation with the best real-time traffic information available."

"INRIX's real-time traffic information provides Entune users with vital, usable data," said Jon Bucci, vice president of the Advanced Technology Department at Toyota Motor Sales, U.S.A, Inc. "Toyota drivers can now rely on INRIX to help them decide the best way to go and avoid unexpected delays along the way."

INRIX powers Toyota Entune on select audio headunits by combining real-time, crowd sourced traffic information from more than 3 million GPS-enabled vehicles and mobile devices with insight from hundreds of public and private sources to recommend the best routes as well as provide reliable travel times and ETAs. Covering major highways, interstates, arterials and city streets in 20 countries across Europe and North America, INRIX also provides to Entune users up-to-the-minute traffic road condition updates -- including construction, accidents, road closures and other incidents.
Toyota drivers will be able to easily access INRIX traffic information as well as a wide variety of other personalized content and services by downloading the Toyota Entune mobile application and pairing a Bluetooth capable phone with their Toyota vehicle. INRIX traffic data is refreshed every minute to provide select Toyota Entune owners with the most accurate view of conditions in their area.

Toyota Entune will be available as an option on select models later this year. In addition to INRIX powered real-time traffic on select audio headunits, Toyota Entune includes Bing, ihearradio, MovieTickets.com, OpenTable, and Pandora, as well as fuel prices, weather, stock prices, and sports. Toyota Entune also includes support for read-back and replay capabilities for text messages. These are combined with a fully featured entertainment and communication system, which includes XM radio, HD Radio, CD player, USB connectivity, Bluetooth streaming, and phonebook. A high quality JBL sound system is available as an option as well.

About INRIX

INRIX® is a leading provider of highly accurate traffic and driver services, with more than 100 customers and industry partners including the Ford Motor Company, Toyota, MapQuest, Microsoft, NAVIGON AG, TeleNav, I-95 Corridor Coalition, Tele Atlas, TTI, deCarta, TCS, Telmap, ANWB and ADAC. INRIX’s strategic partnerships across Europe extends the delivery of the highest quality data and broadest coverage available for personal navigation, mapping, telematics and other location-based service applications in the car, online and on mobile devices.

INRIX Traffic Services leverage sophisticated statistical analysis techniques, originally developed by Microsoft Research, to aggregate and enhance traffic-related information from hundreds of public and private sources, including traditional road sensors and the company’s unique network of more than 3 million GPS-enabled vehicles and cellular devices. INRIX delivers highly accurate real-time and historical traffic information today for 20 countries across North America and Europe. To experience the traffic technology revolution behind the next generation of navigation and location-based service applications, visit www.inrix.com.

About Toyota

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Established in 1957, TMS markets products and services through a network of nearly 1,500 Toyota, Lexus and Scion dealers which sold more than 1.77 million vehicles in 2009. Toyota directly employs nearly 30,000 people in the U.S. and its investment here is currently valued at more than $18 billion.
For more information about Toyota, visit www.toyota.com or www.toyotanewsroom.com/entune

Available Topic Expert(s): For information on the listed expert(s), click appropriate link.

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