

Hutt Road: Wellington's most likely to face traffic delays

Traffic analysis finds Centennial Motorway intersection amongst NZ's busiest

Wellington, 31 July 2012 - A Hutt Road intersection is the stretch of road most likely to give Wellington motorists headaches, according to a SUNA Traffic Channel analysis of major metropolitan roads.

SUNA collects millions of data points a week via its' probe fleet network. Analysis of this over a six-month period found the intersection near the Centennial Motorway Exit was included amongst the most likely in New Zealand to face delays.

SUNA, which launched its real-time traffic service in Wellington last month, took speed and vehicle data from thousands of probe vehicles earlier this year to make its assessment. The nearby Wellington Urban Motorway from Aotea Quay to Murphy Street was the city's next most problematic area.

New Zealand's most delay-prone roads were in Auckland. The Southern Motorway near the Ellerslie Panmure Highway Exit was the nation's most likely to face traffic congestion.

Adam Game, Chief Executive Officer, SUNA Traffic Channel, said Wellington's roads fared well when compared to other cities in the region.

"Overall Wellington compares well to other cities such as Auckland or those in Australia, however it's still prone to unpredictable traffic events that can cause motoring headaches," Mr Game said.

"We will continue to gather data as the SUNA service rolls-out to continue to improve the service for Wellington motorists."

The SUNA Traffic service was launched in Wellington in June. It provides traffic updates to compatible personal navigation devices that notify motorists of current congestion and accidents, allowing them to reroute their journey or be aware of delays.

Mr Game said the service was now fully operational in Wellington, Auckland and Christchurch.

“The service is now generating more than 2,300 traffic updates on Wellington road conditions every month from a comprehensive range of data sources,” Mr Game said.

“SUNA Traffic will help Wellington motorists become aware of incidents that are causing traffic delays. This information will allow drivers to better plan their journey, avoid areas of congestion and reach their destination on time.”

The service incorporates information from probe vehicles, The Radio Network’s leading Time Saver Traffic service, the New Zealand Transport Agency (NZTA) and other sources such as emergency services and local government.

When combined, these data sources provide a comprehensive view of traffic flows and incidents across New Zealand’s most congested areas to better inform motorists of the nature of traffic snarls ahead.

The SUNA service will also now be available on compatible Navman portable navigation devices such as the Navman EZY100T, MY300LMT and MY350LMT, available at selected retailers.

The service is already compatible in New Zealand with a range of Garmin portable navigation devices and a range of smartphone applications.

For more information on SUNA visit: www.sunattraffic.co.nz

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About Intelematics

Intelematics is a wholly owned subsidiary of the RACV and is a founding member of Global Response – a strategic telematics alliance covering Europe, North America and Australia, with more than 80 million motoring club members.

Globally recognised for innovation, Intelematics’ services include safety and security, fleet and workforce management, real-time traffic information and navigation, together with a range of real-time motorist information and convenience services. Intelematics also provides enhanced remote vehicle diagnostic and eCRM services.

Intelematics is a leading provider of OEM telematics programs within the Asia Pacific region and works in partnership with its clients to create tailored programs that bring benefit to vehicle manufacturers, their maintenance and retail channels, and motorists.

SUNA Traffic Channel, operated by Intelematics, has been adopted by leading brands including Alpine, Clarion, Continental, Eclipse, Ford, Fujitsu Ten, Garmin, Google, Holden, Honda, Hyundai, Kia, Mercedes-Benz, Magellan, Mio, Mitsubishi, Navman, Navteq, ninemsn, Nissan, Pioneer, Porsche, Samsung, Subaru and Toyota in Australia.

SUNA uses the international RDS-TMC standard which is supported by most GPS and automotive brands. SUNA content is also offered to developers of online and smart-phone applications.

For more information on Intelematics, visit www.intelematics.co.nz

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