

Southern Motorway drivers most likely to face traffic delays

Traffic analysis finds Wrights Road overpass amongst NZ's busiest

Christchurch, 31 July 2012 – An overpass on the Christchurch Southern Motorway is the stretch of road most likely to give local motorists the most headaches, according to a SUNA Traffic Channel analysis of major metropolitan roads.

SUNA collects millions of data points a week via its probe network. Analysis of this data over a six-month period found the overpass near Wrights Road was included amongst the most likely in New Zealand to face the most delays.

SUNA, which launched its real-time traffic service in Christchurch last month, took speed and vehicle data from thousands of probe vehicles earlier this year to make its assessment. The nearby Curletts Road intersection 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 Christchurch's roads fared well when compared to other cities in the region.

"The Christchurch Southern Motorway flows quite well for a major arterial route, particularly when compared to some of those in Auckland and other large cities," Mr Game.

"However like any metropolitan thoroughfare it is vulnerable to unexpected congestion and accidents, both of which contributed to the number of delays near the Wrights Road overpass. We will continue to gather data as the SUNA service rolls-out to continue to improve the service for Christchurch motorists."

The SUNA Traffic service was launched in Christchurch 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 Christchurch, Auckland and Wellington.

“The service is now generating hundreds of traffic updates on Christchurch road conditions every day from a comprehensive range of data sources,” Mr Game said.

Due to the damage sustained during Christchurch’s recent earthquake a live traffic service is vital in allowing a navigation system to function usefully. The SUNA service provides the navigation system with information on road works and closures allowing the navigation system to get you to your destination efficiently and safely.

“SUNA Traffic will help Christchurch 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 company also announced today that the service will 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.

The SUNA service is available to users of compatible Garmin and Navman portable navigation units with no more to pay for the life of the device

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

Ends

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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