

## **407 ETR joins the Waze Connected Citizens Program**

*With help from Waze's two-way data exchange, 407 ETR provides drivers with the most up-to-date traffic information*

Monday, March 4, 2019 at 10 a.m. (EST) TORONTO, ON – 407 ETR today confirmed a data-sharing partnership with Waze (<http://www.waze.com>), the free, real-time crowdsourced traffic and navigation app powered by the world's largest community of drivers. Designed as a free, two-way data share of publicly available traffic information, the Connected Citizens Program promotes greater efficiency, deeper insights and safer roads for local drivers.

The Waze Connected Citizens Program empowers partners to harness real-time driver insights to improve congestion and make better informed planning decisions using real-time, anonymous, Waze-generated incident and slow-down information directly from the source: drivers themselves. In exchange, 407 ETR provides real-time construction, crash and road closure data to Waze to ensure drivers have the most succinct, thorough overview of current road conditions when they make the smart choice to save time and money by using the toll road.

“Waze continues to give us the ability to introduce innovative ways to deliver information to our customers and add value to what we offer drivers,” said 407 ETR President and CEO Andres Sacristan. “Among our 3 million users many of them use Waze to navigate the busy roads surrounding the GTA and they will feel even better when Waze gets them moving on 407 ETR with real time information about incidents, construction activity and temporary closures.”

Through the partnership, 407 ETR is able to enter closures of ramps and help ensure drivers take the most direct route on and off the highway. Additionally, the team invested significant resources and expertise into the development of system changes to communicate directly to the Waze app platform to get highway information to Waze and drivers as quickly as possible.

“Waze was founded on the belief that we can outsmart traffic together,” said Mike Wilson, Waze Canada Country Manager. “Our partnership with the 407 ETR empowers drivers with real-time information on routes, traffic alerts and road closures to get them to their destination on time. Additionally, by leveraging Waze insights, the 407 ETR will now have greater visibility into traffic patterns and make better planning decisions.”

To find out more about Connected Citizens visit <http://waze.com/ccp>. To download the free Waze app for iOS or Android, visit <http://www.waze.com/get>. To learn more about the 407 ETR, visit <https://407etr.com>.

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### **About 407 ETR**

Highway 407 ETR remains the best way to travel across the top of the Greater Toronto Area. Drivers make over 415,000 trips each workday and continue to report that using the toll road saves them significant time, reduces their fuel consumption and vehicle maintenance costs and staying out of gridlock and heavy traffic elsewhere means lower harmful CO<sub>2</sub> emissions. Use of the toll road has increased steadily since opening in 1999 and is now well known as the route of choice for business to move goods efficiently and for people wanting to save time for the things that matter most.

## **About Waze**

Waze is where people and technology meet to solve transportation challenges. It's a platform that empowers communities to contribute road data, edit Waze maps, and carpool to improve the way we move about the world. Thanks to Wazers everywhere, Waze is able to partner with municipalities and transit authorities to reduce traffic and congestion—leveraging current infrastructure while impacting city planning.

A world with better transportation doesn't have to be in the distant future. By harnessing the power of community to reverse negative trends in transportation, Waze can create a world where traffic is history.

## **407 ETR Contact**

Kevin Sack  
Vice President  
Marketing, Communications &  
Government Relations  
[ksack@407etr.com](mailto:ksack@407etr.com)  
416-455-5262 (cellular)