

# ADAC Traffic Data.

Road works information, real-time traffic situation, Floating Car Data, historical traffic data and traffic analyses from a reliable partner.



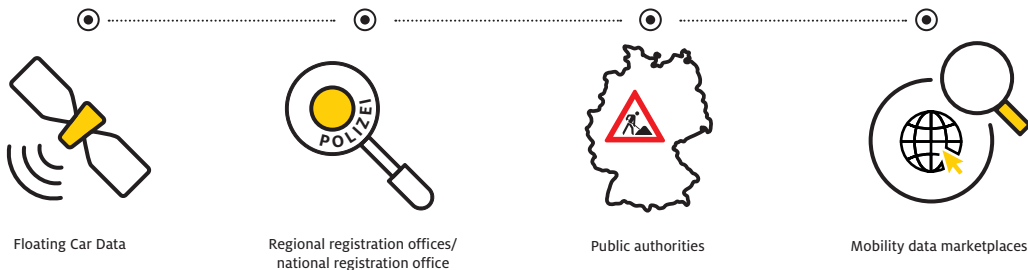
# Traffic data in **ADAC quality.**

As the biggest automobile club in Europe, we focus on collecting and analyzing traffic data in Germany and neighboring countries. Our goal is to offer you a portfolio of high-quality information and studies - in real time and in extraordinary detail. So that you can use and reuse this data for your own purposes.

## Reliable and diverse – our sources.

We draw on a large number of different sources for our traffic data. With a combination of official reports, online platforms and our own Floating Car Data, we can guarantee a complete and comprehensive data situation.

### ➔ ADAC Traffic Information



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## ADAC Real-Time Traffic Situation.

We continuously analyze the traffic situation with our Floating Car Data and the latest traffic news. The resulting information on traffic flow, traffic jams including length and duration as well as road works is made available to you in real time.

## ADAC Roadworks Information.

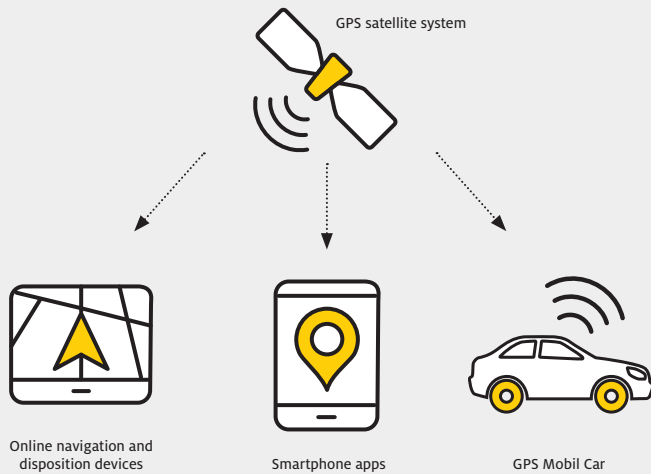
We are the only provider in Germany with an in-house digital road works management system. Besides our own traffic data, this system analyzes information from linked German authority systems. All incoming data is processed in real time, checked by the editorial team and then edited to be passed on. ADAC Road Works Information is available for all highways and federal roads as well as for more than 15 of the biggest cities.



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# ADAC



## ➔ ADAC Floating Car Data.

Using onboard units in trucks, smart-phone apps and navigation systems, we are able to generate comprehensive traffic data in real time. This Floating Car Data (FCD) is made up of a vehicle's current position and speed and transmitted directly to ADAC traffic newsroom via the cellular network. There the data is digitally analyzed and processed in real time. We will be happy to provide you with our data protection-compliant FCD for your own studies.

## ADAC Historical Data.

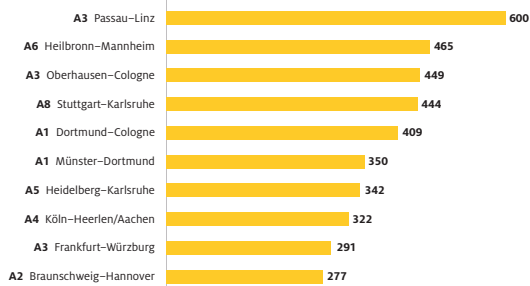
We evaluate and check historical and current data before processing them into clear and precise analyses and forecasts. Whether informative infographics or technically detailed studies – ADAC Analytics offers you analyses of the traffic subject requested by you in individual detail.

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### Top 10 traffic jam sections on highways

Traffic jam kilometer per kilometer of highway

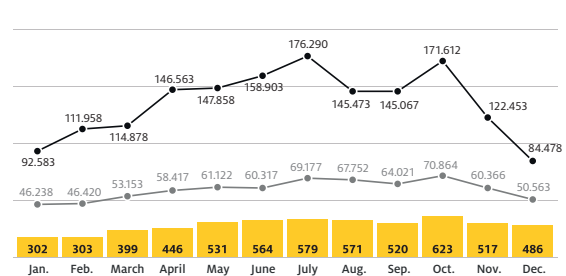


Source: ADAC SE

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### Road works and traffic jams during the year

● Number of traffic jam reports ● Traffic jam length in kilometers ● Number of road works



Source: ADAC SE

© ADAC e.V. 01.2020



## ADAC Traffic Data are broadly applicable.

### » Authorities and public providers.

Whether to reveal weak spots or to optimize logistics - ADAC traffic newsroom offers you informative analyses helping you increase efficiency in planning and building.

### » Broadcasting companies.

Get comprehensive traffic reports for Germany, Austria and Switzerland – perfectly edited for you by our traffic newsroom.

### » Research facilities.

You conduct mobility studies or want to deal with the development of road traffic scientifically? Then use our comprehensive data for your work.

### » Companies.

You are planning an infrastructure project or trying to find a sound decision-making basis for a new site? ADAC Traffic Data will help you make the right choice.

### » Private sector.

Use our ADAC services for on-the-go and become part of the big ADAC community. Or call us and hear the latest traffic reports via our voice server.

### » Interfaces.

- All traffic data and traffic information systems available at the market
- Radio content management systems
- Web services
- Mail dispatch
- Databases

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