

Navigation's Impact On The Environment

NAVTEQ Research Shows Positive Environmental Impact with Navigation System Use

EXECUTIVE SUMMARY

- A proprietary NAVTEQ research study dedicated to everyday driving (versus "being lost" scenarios) has shown that drivers using navigation devices 1) drive shorter distances and 2) spend less time driving
- Drivers with navigation saw their fuel efficiency increase 12%, with fuel consumption falling from 8.3 to 7.3 liters/100kms
- This increase in fuel economy translates to a .91 tons (metric) decrease in carbon dioxide emissions every year per driver, or 24% decrease over the amount that the average non-navigation user emits per year
- With an annualized decrease in driving of nearly 2500 fewer kilometers per driver, it is estimated that in Germany alone, 1.19 million tires would also be saved from disposal due to the decrease in wear and tear

STUDY BACKGROUND

- Conducted in two metropolitan areas of Germany – Dusseldorf and Munich
 - Germany chosen for its complex road network and early adoption of navigation systems
- Participants were divided into 3 groups: those who received and used a navigation system with real-time traffic information, those who received and used a navigation system without real-time traffic information, and those who did not receive a navigation system
- All participants' cars were fitted with a logging device which was used to track the routes they drove and their driving speeds
- Reductions in trips times and lengths increased:
 - After initial "learning curve" associated with the devices was achieved
 - During peak travel periods when congestion was highest (7:00 AM – 8:59 AM; 4:00 PM – 6:59 PM)
 - During less routine trips (i.e., when traveling routes other than are customarily traveled)
 - With the inclusion of real-time traffic
- The study results reflect:
 - More than 2,100 individual trips
 - Over 20,000 kilometers of driving
 - Almost 500 hours of driving time

KEY METRICS

