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FOR IMMEDIATE RELEASE

Waze and City of Peachtree Corners Partner to Monitor Traffic, Provide Alerts

The navigation platform is designed to help motorists navigate traffic congestion

PEACHTREE CORNERS, GA, October 10, 2018 – The city of Peachtree Corners is partnering with Waze, a navigation platform creating community on and off the road, to alert local motorists of traffic updates, road-construction news, street closures and more in an effort to help reduce vehicle congestion.

Designed as a two-way data sharing program of publicly available traffic information, the Waze Connected Citizens Program promotes safer travel for drivers in Peachtree Corners, along with more than 600 other partners around the world. Through the partnership, the city receives updates on real-time issues reported by users as well as traffic information for all roads in Peachtree Corners. In turn, the city will provide Waze with advance warnings of road construction and closures. This enables Waze to better assist motorists by helping them to avoid road closures and arrive at their destinations faster and more safely.

“Joining the Connected Citizens Program is an ideal way to take advantage of existing technology to assist our residents and others to avoid traffic jams and travel more efficiently,” said Mayor of Peachtree Corners Mike Mason. “We are excited about this opportunity to partner with Waze.”

“Our mission is to decrease traffic and make driving safer and more convenient for everyone on the road,” said Thais Blumenthal de Moraes, Global Business Development Lead, Connected Citizens Program at Waze. “Doing this on a local level in communities like the City of Peachtree Corners is exactly what the Waze Connected Citizens Program is all about.”

Under the program, Peachtree Corners can add planned road closures, construction and major event information into the smartphone app to help Waze provide its users with warnings of traffic jams and road hazards along their route. The alerts, which are created by the users, are then used by the city for faster response time to such issues.

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

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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 its passionate community, Waze is able to partner with municipalities and transit authorities to reduce traffic and congestion—leveraging current infrastructure while impacting city planning. Waze also works closely with tech and automotive brands to reimagine what transportation looks like today.

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