

Weekend closures to show impact of the Harbour Bridge on traffic congestion across Sydney

13 January, 2012 - Traffic researchers from SUNA Traffic Channel will use this weekend's closure of the Harbour Bridge to collect data on how Sydney motorists cope without their iconic bridge.

The Sydney Harbour Bridge is due to be closed for the next two weekends and possibly a third for essential waterproofing and resurfacing work. The bridge closure will be in effect from 10pm tonight until 5am on Monday.

For traffic researchers it is a unique opportunity to consider the city's reliance on the bridge – which connects the Sydney CBD with the north and is one of the best known historical landmarks.

The company will study traffic during the closure periods to consider the impact it has on traffic congestion, traffic speeds and alternative route choices. SUNA will use data obtained from traffic sensors placed on arterial roads feeding into the bridge and monitor GPS trackers in probe vehicles travelling around the area.

Adam Game, Chief Executive Officer, Intelematics Australia, said while the planned closure was unlikely to cause major traffic stress it was of interest to his team.

“The bridge is extremely well known as an Australian icon since it was opened to the public almost 80 years ago. However for the first time we'll be able to get an insight into what the bridge means in motoring terms,” Game said.

“Three successive weekends of closures is quite unique and it means we can collect a wide range of comparative data for better analysis.”

Motorists using SUNA via a compatible GPS device or in-car navigation system will be automatically made aware of the bridge closure and provided alternative routes by the navigation unit to avoid the bridge as well as roads that have become congested as a result of the closure. SUNA is a real-time traffic information service that broadcasts detailed information on traffic congestion and other road conditions directly to compatible GPS devices, mobile phones and in-vehicle satellite navigation systems.

About Intelematics Australia

Intelematics Australia 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 Australia's 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 Australia 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, Continental, Eclipse, Ford, Garmin, Google, Holden, Honda, Mio, Navigon, Navman, Navteq, Navway, ninemsn, Nissan, Nokia, Pioneer, Toyota, Uniden, Mitsubishi, Subaru, Samsung, Mercedes-Benz, Clarion and Pump TV.

The RDS-TMC service now covers more than 95 per cent of the Australian main metropolitan population, with coverage in VIC, NSW, QLD, ACT, SA, and WA. SUNA is Australia's only digital traffic service broadcast using 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.com.au

Media queries to:

Alicia Aldini
Blackie McDonald
02 8907 4900