

# Tele Atlas Acquires Digital Map Data of Mexico

Tele Atlas (MA, USA) is expanding its Latin American map coverage with the acquisition of detailed source data covering Mexico's highway and street network. The company also announced it will grow its operations in Mexico with the opening of an office focused on sourcing and data validation.

A popular tourist destination and an emerging market for personal navigation systems, Mexico is also one of the world's largest producers of consumer goods. "Mexico's ports are experiencing a boom in container traffic, and there is growing need for maps that seamlessly facilitate commercial traffic from the factory to the warehouse to the store between Canada, the United States and Mexico," said Mike Gerling, Tele Atlas COO of the Americas. "Our acquisition of detailed highway and street source data answers customer requirements for highly accurate digital map data to support not only commercial but consumer activity, as well."

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