The Traffic Innovation Centre is a collaboration of:

- **Provincie Noord-Brabant**
- **Connecting Mobility**
- **DITCM Innovations**
- **AutomotiveNL**
- **Rijkswaterstaat Ministerie van Infrastructuur en Milieu**

**Address**
Automotive Campus 30
5708 JZ Helmond
the Netherlands
“Here I am able to show the effect of my product. No model or simulation can compete.”

“A unique method to accelerate the rollout of my innovations. This is unique is Europe.”

We are frontrunners in the field of Smart Mobility. Innovative services enable drivers to move from A to B in increasingly smarter, faster and safer ways. The Traffic Innovation Centre is an unequaled experimental environment where new technologies in the area of Smart Mobility are live-tested. Here, we boost the economy and cooperate in smarter traffic management.

Companies, start-ups, government bodies and knowledge institutes - both national and international - experiment in live traffic, among real motorists. On the road networks of government, provinces and municipalities they utilize the facilities of the Traffic Innovation Centre and the expertise of the road traffic controllers of the traffic control centre of the Department of Waterways and Public Works. This unique method in instantly shows the effect of a new technology on traffic.

That way the Traffic Innovation Centre creates the perfect setting to experiment, inspire and innovate with Smart Mobility.

Do you have an innovative idea for Smart Mobility? Visit the Traffic Innovation Centre in Helmond, the Netherlands.