

CHEVROLET OFFERS SMARTNAV AT LAUNCH

Chevrolet launches into the UK market this month with a range of small and medium family cars providing quality, value for money and excellent customer service. As a major feature of its launch into the UK, Chevrolet has chosen Smartnav satellite navigation by Trafficmaster as its approved accessory across all models. Furthermore it will also be fitting Smartnav as standard on its Lacetti 1.8 CDX saloon.

One of Chevrolet's core values is its clear focus on customer service and 'stress free' motoring, and the company believes Smartnav will add to these core principles. Smartnav is a simple to use system. Press a button on the dashboard to connect to an operator, who finds your destination and logs it into a central computer. The optimum route is calculated using Trafficmaster's national traffic data and downloaded to the car within a few seconds. The route is constantly monitored and Smartnav will provide a quicker alternative route if new delays occur.

Chevrolet will also be offering Smartnav's additional options; such as Safe Speed, an integrated safety camera alert that warns drivers as they approach zones monitored by speed cameras, Trackstar, a stolen vehicle tracking system and Touch Screen, a full feature LCD visual display.

Rob Smettem, Marketing Director at Chevrolet UK, comments:

"Chevrolet is a truly customer focussed car company. We believe Smartnav is an ideal fit with our commitment to offering customers tools that provide a hassle free driving experience. Our confidence in the Smartnav product is reflected in the fact that we are fitting it as standard on the Lacetti 1.8CDX saloon and have approved it as our chosen after market satellite navigation system that can be installed in all our models."

Adrian Joseph, Sales and Marketing Director at Trafficmaster Plc:

"Smartnav is an award winning navigation system that provides cost effective, stress free driving. Chevrolet believes that Smartnav's credentials support its own objectives to offer functionality, value for money and excellent customer service. This is an ideal platform to develop a strong commercial relationship and we look forward to working together."

Smartnav is available throughout Chevrolet's 83 nationwide retailers and as an option will cost £579 including installation and VAT. The optional services and subscriptions cost; Touch Screen £199 including fitting and VAT, Safe Speed £8 a month and Trackstar £10 a month. A one-year subscription for the navigation, including all mapping updates and 24 hour Smartnav Personal Assistant support costs £120.

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ABOUT TRAFFICMASTER

Founded in 1988, Trafficmaster Plc is the UK's leading journey management company providing high quality satellite navigation, traffic data and vehicle tracking systems.

Trafficmaster's leading product is Smartnav, an easy to use, technologically advanced, satellite navigation system that guides you around the jams. Smartnav uses Trafficmaster's unique live, incident, historic and predictive traffic data to calculate the optimum route at the start of your journey and will continue to monitor the route for delays, re-routing you around jams until you reach your destination. The Smartnav service also incorporates nationwide safety camera alerts, GPS stolen vehicle tracking, emergency and breakdown service 24-hour personal assistant support.

Trafficmaster's information is derived from its unique state-of-the-art network of nationwide static roadside sensors and transmitters that gather and distribute traffic data from over 8,000 miles of motorway and trunk routes. Traffic data is then delivered to the customer through a number of screen or speech-based receivers. These include a variety of in-car products and services that include Smartnav, Trafficmaster Monitor, YQ², Oracle and Freeway units. Traffic information can also be obtained by phoning the 1740 service, which is run in partnership with the RAC and the UK's main mobile phone operators.

For more information please visit www.trafficmaster.co.uk or www.smartnav.com or contact: Georgina Osborn, email: georgina.osborn@trafficmaster.co.uk / telephone +44 (0) 1234 759315 or Michele Murphy, email: michele.murphy@trafficmaster.co.uk / telephone +44 (0) 1234 759309.