



**For immediate release  
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## **Trafficmaster to bring comprehensive fleet management service to UK**

Trafficmaster is to launch its comprehensive fleet management and tracking service, Fleet Director, in the UK.

Under the Teletrac brand, Fleet Director has grown consistently to become the USA's second largest fleet tracking brand, serving over 4,000 fleet customers and 72,000 vehicles.

On-road UK product testing is currently in its final stages with fleet customers of Citroen UK, Trafficmaster's strategic partner in the light commercial vehicle (LCV) market. Trafficmaster will launch a marketing campaign, targeted at LCV operators, in October.

Fleet Director will be delivered via Trafficmaster's existing in-vehicle technology, which already supports Smartnav navigation and Trackstar stolen vehicle tracking. It will offer fleets fully integrated navigation, stolen vehicle tracking and live traffic information.

This combination of intelligent driving technology will enable fleets to provide route guidance and avoid congestion, with the power to reduce fuel consumption and so carbon footprint, by up to 28 per cent and reduce driving time by almost one third (32%)<sup>1</sup>.

Customer reports indicate Teletrac is already reducing fleets' fuel consumption by 13 per cent on average. This level of reduction applied across Teletrac's customer base equates to an annual total reduction of 280,000 tonnes CO<sub>2</sub>.

Citroen will be the first vehicle manufacturer to offer the service in the UK, as an optional extension to the Smartnav navigation and Trackstar stolen vehicle tracking services already available as standard on all new Citroen Relay and Dispatch vans – the only such services standard in the UK LCV market.

Tony Eales, Chief Executive of Trafficmaster, said: "In the USA, we have already seen the power of quality fleet tracking to make fleets more productive, more secure, safer and greener when on the road. By adding comprehensive fleet management to our other intelligent driving services, we can offer a tailored solution that brings these same significant savings and more to British fleets."

Robert Handyside, Commercial Vehicle Operations Manager at Citroen UK, said: "This is a crucial added value service for Citroen. The existing Trafficmaster services on Citroen vans reduce overall operating costs by £2,000 per vehicle per year and Trafficmaster Fleet Director is a natural extension, helping to make Citroen vans the most cost-effective on the road."

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<sup>1</sup> TNO, February 2007, sat nav benefits study, quoted by SBD Limited, June 2007, report into use of green ITS technologies: use of sat nav can reduce fuel consumption by 15%; driving time by 18%.  
Research by Trafficmaster Plc, June 2007: Smartnav congestion avoidance can reduce driving time by an additional 14%; Trafficmaster fleet tracking can reduce fuel consumption by an additional 13% on average.

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**About Trafficmaster Plc**

Trafficmaster is an expert in intelligent driving. The Group comprises US-based Teletrac Inc. and Trafficmaster Plc in the UK. Both organisations focus on intelligent vehicle services which enhance the driving experience and improve business performance by saving companies and drivers time and money and reducing their environmental impact.

Teletrac Inc offers fleet tracking, management and navigation solutions under the Fleet Director brand across the US, serving 4,000 fleets and a total of 72,000 commercial vehicles, using wireless and GPS technology.

The group has also developed a suite of Trafficmaster services in the UK. Trafficmaster's key product is the award-winning Smartnav, an intelligent satellite navigation and traffic information service.

The use of Trafficmaster's historic measured road speeds data and live incident information allows Smartnav to calculate the optimum routes and avoid traffic congestion on every journey, improving on-road efficiency and reducing congestion overall.

Trafficmaster's comprehensive traffic data means Smartnav is continually updated with traffic information, road closures and speed camera locations, without the need for CDs or internet-sourced updates.

Trafficmaster also offers Trackstar stolen vehicle tracking, monitored 24 hours a day in the Trafficmaster Control Centre. Stolen vehicles can automatically inform Trafficmaster and are then monitored remotely and police informed of their whereabouts for fast and efficient recovery.

The company provides live traffic information direct via mobile phone services and Radio Data System -Traffic Message Channel (RDS TMC) to other aftermarket and factory-fit satellite navigation systems.

Trafficmaster also maintains a unique traffic monitoring network of 7,500 sensors, covering 8,000 miles of UK motorways and trunk roads.

Trafficmaster was founded in 1988 and floated on the London Stock Exchange in 1994. Teletrac Inc is a wholly owned US subsidiary company.

[www.teletrac.net](http://www.teletrac.net)  
[www.trafficmaster.co.uk](http://www.trafficmaster.co.uk)