



**For Immediate Release**  
**5<sup>th</sup> December 2007**

**BMW Chooses Trafficmaster to provide Stolen Vehicle Tracking**

BMW has teamed up with Trafficmaster to provide Trackstar, an advanced stolen vehicle tracking service, to the BMW and MINI ranges of premium cars in the UK and Republic of Ireland.

The three-year deal sees the Trafficmaster system replace the incumbent supplier in providing car owners with vehicle protection and peace of mind. Trafficmaster's advanced intelligent driving solutions including Smartnav, Safe Speed camera warning and Fleet Director will also be offered to BMW and MINI customers who have Trackstar installed in their vehicles. BMW UK expects an estimated 20,000 people a year to choose the Trackstar system.

Tony Eales, CEO of Trafficmaster, said: "We are delighted that BMW has selected Trafficmaster as its partner in this key sector of the market. We believe that our intelligent driving services are ideally suited to BMW customers and we look forward to working with BMW in the years ahead."

Carl Whipp, Aftersales Marketing Manager for BMW UK Ltd, said: "As the UK's number one premium car company, it is vital that our customers are protected from theft to the highest levels. To that end we recently carried out a detailed review of the technical and functional capabilities of the various stolen tracking systems available in the UK. The advanced capabilities of the Trafficmaster system best suited our needs."

BMW and MINI owners using the previous stolen vehicle tracking system will continue to be covered by that service provider.

**ENDS**

**For further information please contact:**

**Trafficmaster Plc**  
Tony Eales, Chief Executive  
Nigel Bond, Finance Director

01234 759 000

**Cubitt Consulting**  
Simon Brocklebank-Fowler  
Michael Henman  
Allison Reid

020 7367 5100

## **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 65,000 commercial vehicles, using wireless and GPS technology.

The group has also developed a suite of Trafficmaster services in the UK. Fleet Director UK was launched in September and will be delivered via Trafficmaster's existing in-vehicle technology. It also offers fleets fully integrated navigation, stolen vehicle tracking and live traffic information.

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. Safe Speed is an additional function that highlights safety camera and accident blackspot locations.

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)