



TRAFFICMASTER DRIVES FLEET SALES WITH NEW APPOINTMENT

Following the recent launch of Fleet Director, the intelligent fleet management system, Trafficmaster has appointed John Lawrence as the new Director of Business Services. In this new role, John will principally be responsible for the sales and marketing of Fleet Director and boost market share and brand awareness within the UK's fleet and vertical business sectors.

John brings with him strong commercial and management expertise gained from working within the RAC group for over seven years. As Sales Director for Hyundai for four years John helped enhance its image and increase its sales. John also spent a year as Director for Membership Sales in RAC Rescue and then led the successful restructuring of the RAC Services business, which included RAC Accident Services and RAC Legal. Prior to the RAC John worked within the car rental industry managing UK and international sales for Avis and Budget Rent a Car.

"Being able to apply my experience of leading teams in different markets and being involved in the launch of a fantastic product – Fleet Director, is very exciting," says John. "What's more I have the opportunity to greatly influence a business that has loads of ambition and I am able to operate on a scale that can make a difference."

John will also be heading-up Trafficmaster's field sales team. This team is accountable for Smartnav satellite navigation and Trackstar stolen vehicle tracking sales within the car dealership and independent car accessory retail market.

With a demanding agenda John, 43, still finds time to spend with his wife and 10 year old twin daughters. He is also a keen horse-rider.

ENDS

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About Trafficmaster

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. Trafficmaster's key product is the award-winning Smartnav, an intelligent satellite navigation system, which uses live traffic information and real-time road speeds to calculate optimum routes and avoid traffic congestion on the way. 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

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