



**For immediate release  
02 October 2008**

## **TRAFFICMASTER AND CITROEN MAKE A GREEN SWEEP AT AWARDS**

Trafficmaster, a leading provider of intelligent driving solutions and Citroen Vans have both been recognised in the prestigious 2008 Green Fleet Awards - winning awards for their commitment to provide products that help reduce the impact of driving on the environment and improve business performance.

Trafficmaster won the IT and Communications Product of the Year for its Fleet Director fleet management system that helps businesses save money and improve productivity, whilst reducing their carbon footprint. Citroen won LCV Manufacturer of the Year for the introduction of its Airdream programme, which offers dual fuel vehicles, advanced catalyst technology and Trafficmaster's integrated driving solution as standard across its light commercial van range.

Trafficmaster's Fleet Director solution combines Smartnav satellite navigation, real time traffic information, stolen vehicle tracking and comprehensive reporting tools; used to monitor mileage, vehicle use and alert managers to unauthorised use or unacceptable driving behaviour, like speeding.

Through the use of Fleet Director, Trafficmaster's customers have proven to reduce fuel consumption by 12%, save four hours a month from sitting in traffic and have overall reduced the distances travelled by up to 16%.

John Lawrence, Sales and Marketing Director at Trafficmaster, says:

"We are thrilled to have won this award. We believe, like Green Fleet, that using the right technology in the right way you can improve business performance *and* incorporate a green objective to minimise the impact of driving on the environment. The recognition is particularly relevant; as our solution continues to help many companies remain profitable in these current challenging economic times."

**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 5,000 fleets and a total of 75,000 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.

In 2007 the company launched its fleet management solution, Fleet Director, in the UK. Combining all of Trafficmaster's intelligent technology businesses can save time and money, whilst reducing the environmental impact of driving.

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)