

**TRAFFICMASTER ANNOUNCES FURTHER STANDARD FIT SMARTNAV DEALS WITH
PEUGEOT, HYUNDAI AND MAZDA**

Trafficmaster today announces that it has secured further agreements for Smartnav, its award winning intelligent satellite navigation system, to be standard on a number of new models. This includes new programmes for Mazda and Hyundai and an extension of the Peugeot relationship.

Mazda will include Smartnav for the first time as standard for all retail customers of the Mazda6, following the success of the special edition Mazda6 Zugaro including Smartnav. The programme will be supported by a national and regional press advertising campaign.

Hyundai will make Smartnav a standard feature of its new Santa Fe SUV, launched later this month. This follows the previous success of standard fit programmes on the Sonata V and Trajet MPV models.

In addition, Trafficmaster announces that Peugeot has extended its commitment to fit Smartnav as standard on Peugeot 407 vehicles until the end of 2006, following on from the standard fits in the 407 saloon and SW estate models announced in November last year. The programme will continue to be supported by a comprehensive national television, radio and press advertising campaign.

Mazda, Peugeot and Hyundai will all be including a subscription to Smartnav, the intelligent navigation service with real-time traffic information and free trials of Safe Speed, the safety camera warning service and RAC Trackstar, the stolen vehicle tracking service.

Tony Eales, Chief Executive Officer at Trafficmaster Plc, comments:

“These agreements to include Smartnav as standard on these leading models further endorse our strategy of concentrating our efforts on business partnerships. It is very encouraging to see that, following previous successes in other cars, Peugeot, Hyundai and Mazda have all extended their Smartnav standard programmes.”

For further information please contact:

Trafficmaster	Tel: 01234 759 300
Tony Eales, Chief Executive	
Nigel Bond, Finance Director	
Financial Dynamics	Tel: 020 7831 3113
Ben Atwell / John Gilbert	

ABOUT TRAFFICMASTER

Trafficmaster Plc is a leading supplier of intelligent vehicle tracking and navigation solutions.

Smartnav is 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.

Trafficmaster also provides a Radio Data System Traffic Message Channel service that supplies traffic data to satellite navigation systems. 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.