

**For immediate release
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UNPREDICTABLE ECONOMY MEANS GREY FRIDAY FOR OCTOBER'S HALF TERM HOLIDAY

Traditionally the Friday before the start of the school's autumn half term break has been titled as 'Black Friday', because it is measured as the year's worst day for congestion on the roads. However this year Trafficmaster - the UK's leading provider of real-time traffic information - forecasts an unpredictable Friday as congestion levels fall.

This year Trafficmaster has seen a fall in congestion month on month, with September seeing an average 27% decrease in the number of congestion alerts across the country compared to the same period in 2007. This reduction in congestion, along with the credit crunch and general economic uncertainty, will mean the volume of traffic and the number of delays will be unpredictable and they are not expected to be as high as previous Black Friday's.

This year's Black Fridays will fall on the 17th and 24th of October, due to staggered school holidays, with the latter date being the worst day. Although Trafficmaster doesn't foresee as many major hold-ups as usual, it will still be one of the worst days of the year on the roads.

Trafficmaster spokesperson, Georgina Read, comments:

"Predicting traffic levels this year is not a black and white situation. We have seen a continuous fall in congestion over the last 12 months, caused by a decrease in the number of journeys. Under the current economic climate, we expect fewer people to take advantage of this autumn break and many will cut back on holiday travel. We see this year's Black Friday as a more indistinctive Grey Friday."

With over 18 years of monitoring the UK's roads, Trafficmaster records that the Friday before the school October half term holiday, is typically riddled with more severe traffic delays than any other day of the week across the year, as many people use this time to take a holiday before the end of the year. Traffic problems are caused because there is a marked mix of commuter and holiday traffic, which occurs over a short time span in the day. In addition a combination of changeable weather and darker nights triggers an increase in road incidents and impacts the traffic flow.

The sections of roads that Trafficmaster expects to be the most congested will see around a 25% increase in the number of traffic delays, compared to a normal Friday. This could add another 20 minutes on journey times. The top ten 'Grey Friday' hotspots are:

Road	Section of Road
M25	Between Junction 10 and Junction 21
M25	Between Junction 27 and Junction 21
M1	Between Junction 6a and Junction 13
M6	Between Junction 11a and Junction 21
M1	Between Junction 23 and Junction 30
M6	Between Junction 4 and Junction 11
M8	Between Junction 10 and Junction 25
A1	Between Peterborough and Markham Moore
A34	Between Oxford and M4
M60	Between Junction 12 and Junction 19

For information about traffic conditions in your region, please contact Georgina Read on 01234 759 315 or Graham Smith 01234 759 118.

ENDS

More information:

Georgina Read, Trafficmaster plc

T: 01234 759315

E: georgina.read@trafficmaster.co.uk

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 driver's 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 road-side 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

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