



**For immediate release
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TRACKING THE TRUTH ABOUT STOLEN VEHICLE RECOVERY SYSTEMS

A recent report confuses the market on reliability of some vehicle tracking systems - so which system should you trust?

Losing your car to a thief is frustrating, costly and time consuming. This is why an increasing number of motorists are opting to fit a stolen vehicle tracking system, which not only reduces the risk of not seeing your vehicle again, but in many cases also reduces your insurance premium. However which system should you trust to recover your car?

There are two principle types of vehicle tracking technology; one uses GPS and the other uses RF (Radio Frequency) signals to locate a vehicle. Both categories are proven technology and have been equally adopted by major car manufacturers and approved by the insurance industry's security assessor, Thatcham. However claims have been made that GPS systems should not be solely relied on because of an increase in criminals using devices to jam the GPS signal.

Trafficmaster's Trackstar, the UK's market leading stolen vehicle recovery system, uses GPS technology to recover vehicles. The company states that it is not aware of any of its customer's vehicles that have not been recovered due to a jamming device blocking the GPS signal. It has also found no evidence to prove that 'jamming' is leading to a rise in unrecovered stolen vehicles.

Trafficmaster's Director of In-Vehicle Products, Pat Gallagher comments:

"Trackstar has a 90% recovery rate, which we believe is the highest recovery rate in the industry. We have seen no evidence of an increased use of jamming devices and in fact both Thatcham and the Police assure us that they do not see jamming devices as a concern."

Trackstar uses GPS signals to locate a vehicle, as this provides greater accuracy of the vehicle's position and unlike an RF system, even provides details of every turn and manoeuvre the vehicle takes.

At Trafficmaster's control centre a 24 hour Trackstar team liaises direct with the relevant police force so that they know where the vehicle is and where it stops at all times. The vehicle's journey is also recorded and is often used as evidence to help prosecute the thief. Trackstar is also able to locate a vehicle through GSM positioning in the unlikely case that the GPS signal is not being received.

In most circumstances GPS systems are more reliable than RF systems. An RF signal is only picked up if a specially equipped Police vehicle is within a 5 to 10 mile radius of the stolen vehicle. Trackstar's GPS technology also eliminates the need for dangerous high speed chases, where a Police car has to follow a stolen vehicle. In both cases GPS and RF signals can be jammed or intercepted by devices that are illegal in the UK.

Trackstar is BMW and Mini's official vehicle security tracking partner and it also provides stolen vehicle tracking to Mitsubishi, Nissan, Mazda, Isuzu, Subaru and Renault. It recently won Mobile Electronic News' Security Product of the Year 2008 as voted by independent car accessory retailers in the UK.

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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 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 its own 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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