



**For immediate release
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TRAFFICMASTER WINS TECHNOLOGY OF THE YEAR AT FLEET VAN AWARDS

At the 2008 Fleet Van Awards Trafficmaster was awarded Technology of the Year, for its advanced integrated driving solutions. The company's acclaimed intelligent driving services include fleet management, real time traffic information, satellite navigation and stolen vehicle tracking, which together help businesses and drivers save time and money.

In a hotly contested line-up of leading telematics providers, the judges were impressed with Trafficmaster's investment and involvement within the fleet industry. They commented that they; "Particularly liked the human element of Trafficmaster's service in which drivers can talk directly to the company's help centre when they need specific information."

Trafficmaster launched its fleet focused solution, Fleet Director, at the end of 2007. It has since been adopted by hundreds of fleets that use the system to manage drivers better, reduce costs and mileage, save fuel and improve customer service. In addition Trafficmaster's partnership with Citroen Vans, another highly acclaimed winner at the Fleet Van ceremony, means that its range of LCVs come with Trafficmaster's Smartnav satellite navigation and traffic as standard and can be easily upgraded to incorporate the Fleet Director solution.

"This has been an exceptional year for Trafficmaster," says John Lawrence, Sales and Marketing Director at Trafficmaster, "our products have gone from strength to strength in terms of both development and sales. Over the last 11 months Trafficmaster has won seven industry awards for its technology, innovation and business strategy. With this recognition of our success and commitment within the motoring industry, we look forward to 2009 with great confidence and enthusiasm."

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 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 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.

In 2008 Trafficmaster has been awarded:

- Fleet Van magazine's Technology of the Year
- Green Fleet's IT and Communications Product of the Year
- Frost & Sullivan's Product Line Strategy of the Year
- Mobile Electronics News Security Product of the Year
- Milton Keynes & North Bucks Chamber of Commerce's Innovative Product of the Year
- Milton Keynes & North Bucks Chamber of Commerce's Business of the Year (+£5 million turnover)
- Milton Keynes & North Bucks Chamber of Commerce's Business Excellence Award of the Year

www.teletrac.net

www.trafficmaster.co.uk