

**For Immediate Release**

**12<sup>th</sup> May 2005**

**TRAFFICMASTER COMPLETES RDS TMC CONTRACT WITH HONDA**  
***Honda uses Trafficmaster's traffic information in its satellite navigation systems***

Trafficmaster Plc, the UK's leading provider of real time traffic information, announces the completion of its RDS TMC (Radio Data System Traffic Message Channel) contract with major motor manufacturer, Honda Motor Europe. Trafficmaster will provide live traffic information to Honda vehicles in the UK equipped with satellite navigation systems with a TMC receiver.

This announcement marks a major breakthrough for Trafficmaster in the development of its RDS TMC programme. Honda undertook a thorough evaluation and decided to work with Trafficmaster, as its service proved to offer highly accurate and timely traffic information via the RDS TMC channel.

The National RDS TMC service offered by Trafficmaster gathers traffic data in real time from the company's established network of over 7,500 roadside nationwide sensors covering 8,000 miles of roads and is supplemented with incidental data from our partner the RAC. The data is then transmitted through the RDS bandwidth supplied by Trafficmaster's commercial radio partners - GWR Radio Group, Chrysalis Radio and Capital Radio, who together ensure that motorists across mainland Britain can receive the Trafficmaster service.

Paul Ormond Head of Press & PR at Honda said:

"Honda has a culture that demands quality in both its own products and those of its suppliers. In our evaluation we concluded that the accuracy, timeliness and quality of the traffic data provided by Trafficmaster through its RDS TMC service was ideally suited to the needs of our customers. The traffic data will benefit our customers as it will be incorporated into our satellite navigation systems and used to help drivers avoid traffic jams as they are navigated to their destination."

Stuart Berman, Chief Executive, of Trafficmaster said:

"Through completing this deal with Honda, Trafficmaster has obtained another important route to market for its unique traffic information. We expect RDS TMC to become an increasingly important revenue stream for Trafficmaster and will be seeking further deals with other major motor manufacturers."

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**ENDS**

## **ABOUT TRAFFICMASTER**

Founded in 1988, Trafficmaster Plc is the UK's leading journey management company providing high quality satellite navigation, traffic data and vehicle tracking systems.

Trafficmaster's traffic 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 its satellite navigation - Smartnav, Trafficmaster Monitor, YQ<sup>2</sup>, Oracle and Freeway units. 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.

The traffic data provided through Trafficmaster RDS TMC is used, in conjunction with third party satellite navigation systems, to route drivers around congestion. The data is broadcast on licensed radio networks owned by GWR Radio Group, Chrysalis Radio and Capital Radio and is provided to original equipment manufacturers (OEMs) or direct to automotive manufacturers. Trafficmaster is now one of two players within this specific market.