



**For immediate release
22 January 2009**

TRAFFICMASTER LIFTS IN DEAL WITH LIEBHERR

Trafficmaster, the leader in intelligent driving solutions, starts the New Year with success, winning a new Fleet Director contract with Liebherr GB Ltd, the UK arm of the Liebherr Group, a world leading manufacturer and service provider of construction machinery and technically innovative products in numerous other fields. The family owned Liebherr Group operates in more than 100 countries worldwide with a workforce of more than 30,000 employees.

Fleet Director, Trafficmaster's award winning fleet management system, will be installed into 90 vehicles that support Liebherr's engineers. The engineers service and maintain construction machinery, such as cranes, concrete and earth moving equipment, across the UK and the Republic of Ireland.

Trafficmaster's Fleet Director was chosen above three other fleet management systems, for its functionality, ease of use and its own customer service and support capabilities. Fleet Director offers fleet management, vehicle tracking, reporting, satellite navigation and real-time traffic information. It has a dedicated customer support team that trains all users and offers help and advise on how to get the most out of the system.

Ed Werry, Project Manager at Liebherr GB, comments:

"We wanted a value for money system that was able to provide a number of comprehensive features that would help both the company and the driver. Trafficmaster has a straight talking approach, ensuring that we get the services that we need and are relevant to our business."

Liebherr principally required a fleet management system to support its duty of care responsibilities. The Fleet Director system is able to provide reports on driving hours and time worked, helping Liebherr ensure its engineers work within the safe and legal limits. The combination of fleet management, navigation and traffic information also helps engineers get to jobs on schedule and avoids wasting fuel and time spent when trying to find remote customer sites.

John Lawrence, Sales and Marketing Director at Trafficmaster, says:

“This is a great start for 2009. Winning the Liebherr account is not only a credit to our product, but also to the sales team involved. This is a time when any investment has to be a real benefit to the company and Fleet Director is able to provide not only support for the care of Liebherr’s drivers but can help the business improve efficiencies, reduce mileage and cut costs.”

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 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

www.trafficmaster.co.uk