



For Immediate Release
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IVECO DAILY KEEPS VAN OPERATORS IN THE RIGHT DIRECTION

Iveco's nationwide dealer network has launched a special offer for retail customers purchasing and registering new Daily vans during the first quarter of 2009 (up to and including 31 March).

The offer will see all new Daily vans fitted with a free Trafficmaster satellite navigation system – Smartnav. The system comes with a complimentary 12-month subscription to the service, which in addition to providing simple instructions on how to get to any mainland UK destination, also alerts drivers to traffic problems and guidance around them, helps avoid congestion charging zones and warns of speed cameras.

Unlike other satellite navigation systems, Smartnav also provides 24-hour personal assistance at the touch of a button, and in the case of requiring emergency assistance, is able to instantly pinpoint the vehicle's location.

Andrea Bucci, Marketing Director at Iveco UK, says: "Satellite navigation can really take the stress out of driving, and whilst it is booming in the car market, it still remains a luxury for many commercial vehicle drivers. One of the major benefits of the Smartnav is that it constantly monitors the road ahead for delays, enabling the driver to select an alternative route in the event of a traffic jam and provide an accurate ETA."

"Combined with all of the regular features packed inside a Daily, the inclusion of Smartnav ensures Daily is an even better proposition for light commercial vehicle operators," he adds.

Iveco's Daily range extends to over 2,500 different models with gross vehicle weights from 3.2 to 6.5 tonnes. In 2008, it retained its position as market leader in the 3.5 tonne sector across Western Europe, ahead of the Mercedes-Benz Sprinter.

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

“Smartnav with its advanced mapping and traffic capabilities has become a valuable asset for many business drivers. With the ability to add the Fleet Director fleet management service it is becoming a leading standard fit accessory in the commercial vehicle market. We are delighted that Iveco has incorporated Smartnav into its new dealer programme and it further strengthens our relationship with one of the UK’s principal LCV manufacturers.” **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 a unique traffic monitoring network of 5,500 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

About Iveco

Iveco designs, manufactures, and markets a broad range of light, medium and heavy commercial vehicles, off-road trucks, city and intercity buses and coaches as well as special vehicles for applications such as fire fighting, off-road missions, defence and civil protection.

Iveco employs over 28,000 people and runs 27 production units in 16 Countries in the world using excellent technologies developed in 5 research centres. Besides Europe, the company operates in China, Russia, Australia, Argentina, Brazil, and South Africa. More than 6,000 service facilities in over 100 countries guarantee technical support wherever in the world an Iveco vehicle is at work.