



**For immediate release
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TRAFFICMASTER DRIVES INTO A NEW DIMENSION WITH LAUNCH OF NEW SMARTNAV COLOUR SCREEN

Trafficmaster, the leader in intelligent driving solutions, has launched a Colour Touchscreen option for its advanced Smartnav satellite navigation system. The colour screen provides drivers with detailed colour mapping encased in a modern stylish exterior, which enhances Smartnav's existing award winning navigation package.

The screen enables drivers to follow a route using detailed colour mapping. The map view facility allows the driver to see their whole journey from beginning to end and they can also use an auto zoom function to pan across the map and in and out, even when not on a route. Drivers can also select the auto zoom function to automatically increase the zoom level at junctions, helping them to identify their exact position.

The new Colour Touchscreen displays the vehicle's location, direction and speed and gives a continuous updated estimated time of arrival and distance to the destination. The screen also provides visual alerts to the London Congestion Charging zone and to speed camera locations.

The Colour Touchscreen also offers drivers a variety of easy ways to download a route. Alongside full address and postcode entry, routes can also be requested through a choice of up to 20 'favourite' destinations, which are pre-set by the driver. The last five destinations are also automatically saved on the system and can be simply requested again. Smartnav's additional benefit is it's round the clock team of personal assistants, who can be contacted through the screen and will help drivers locate destinations and will directly download the route to the vehicle.

Smartnav is considered one of the most advanced satellite navigation systems on the UK market, winning a number of high profile industry awards in 2008*. With its up-to-date routing downloaded from Trafficmaster's HQ straight to the unit in the vehicle combined with its own acclaimed real-time traffic information, congestion is avoided and the best routes are automatically calculated to help save time on the roads.

The Smartnav Colour Screen is already fitted as standard on the Peugeot 308SW and the Mitsubishi Raging Bull. It can also be purchased with a new Smartnav unit from a number of independent high street retailers and through the Trafficmaster direct sales team on 0840 050300.

The Colour Touchscreen starts from £199, for drivers who already have a Smartnav unit. The cost of a new Smartnav system with colour screen is £598 and includes installation and VAT.

John Lawrence, Trafficmaster's Director of Sales and Marketing, says:

"Smartnav has always been popular with drivers because it is so easy to use and provides the best route and travel information available. However with the new colour screen, we are able to offer drivers an enhanced view of the route and greater routing information. Colour screens are a popular choice for many of today's motorists and this launch helps broaden our market."

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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 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 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.

*In 2008 Smartnav and Trafficmaster's suite of intelligent driving solutions was 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
- Milton Keynes & North Bucks Chamber of Commerce's Innovative Product of the Year

www.teletrac.net

www.trafficmaster.co.uk