

## **AUDI EXTENDS RDS TMC AGREEMENT WITH RAC TRAFFICMASTER TELEMATICS**

Audi UK has just extended its Radio Data System Traffic Message Channel (RDS TMC) agreement with RAC Trafficmaster Telematics (RTT). This means that live traffic data will now also be available on standard fit navigation systems fitted in A4 and A3 models. Trafficmaster's TMC service will be available on factory fit DVD based navigation systems installed across all Audi models from November 2006,

This announcement follows a previous agreement signed in 2005, whereby RTT provided its RDS TMC service as standard to navigation systems factory fitted into the Audi A6 and A8 vehicles in Q7. Now the A3, A3 Sports Back, A4 including the cabriolet, the older model A6 Avant and the A6 Allroad models, will also benefit from RTT's traffic data fed into standard fit navigation systems.

With the increase of congestion on the UK's roads, traffic information is an essential tool for motorists. RTT's data will be used to alert drivers to delays on the road, and alternative routes around the traffic can then be provided to help drivers save time.

Mark Gillet, Product Manager at Audi UK, comments:

"Following the huge success of the Trafficmaster TMC service in the A6 and A8, we have decided to offer the service as standard across all factory fit DVD based navigation systems installed in Audi vehicles. "

Craig Blount, Director of Trafficmaster Services, says:

"We are delighted that Audi has decided to extend its relationship with us to include all Audi factory fit systems. Accurate traffic information is becoming an increasingly important tool for drivers, helping them to cut journey times and reduce stress. Audi's extension of the service to cover all models is evidence of the value that Trafficmaster's real time traffic information can bring to navigation systems."

### **ENDS**

#### **ABOUT RAC TRAFFICMASTER TELEMATICS (RTT)**

RAC Trafficmaster Telematics is a joint venture between Trafficmaster PLC and RAC.

The RDS TMC service offered by RTT is unique in that it utilises real-time traffic information gathered from Trafficmaster's established network of over 7,500 roadside nationwide sensors. This is then supplemented with incidental data from the RAC.

The data is transmitted through the RDS bandwidth of Trafficmaster's commercial radio partners – GCap Media Plc and Chrysalis Radio, who together ensure that motorists across mainland Great Britain can receive the RAC Trafficmaster service. Data is provided to original equipment manufacturers (OEMs) or direct to automotive manufacturers.

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 Trafficmaster's own revolutionary navigation product - Smartnav, Trafficmaster Monitor, YQ<sup>2</sup>, Oracle and Freeway units. Traffic information can also be obtained from your mobile phone by calling 1740.

For more information please visit [www.tmc.co.uk](http://www.tmc.co.uk) or [www.trafficmaster.co.uk](http://www.trafficmaster.co.uk) or contact: Georgina Osborn, email: [georgina.osborn@trafficmaster.co.uk](mailto:georgina.osborn@trafficmaster.co.uk) / telephone +44 (0) 1234 759315.