



**For immediate release
22 April 2009**

ANY TIME, ANY WHERE – SMARTNAV MOBILE IS HERE!

Trafficmaster's unique PA-assisted satellite navigation and dynamic traffic avoidance system is now available on selected GPS mobiles – go to www.trafficmaster.co.uk/mobile and just follow the links

The latest innovation to Trafficmaster's Smartnav satellite navigation solution now means you can receive on your GPS mobile phone** the most efficient satellite navigation and dynamic routing system available - including access to Trafficmaster's unique team of Personal Assistants, operating 24/7.

Smartnav Mobile uses real-time traffic data to keep drivers on the best available route and an immediate alternative is downloaded to the phone if traffic conditions change. Trafficmaster has even mapped the real road speed of UK roads so you will always be given the best route for that time of day.

Smartnav Mobile checks traffic conditions regularly with routing options to avoid motorways or tolls. The easy destination entry process just needs an address or postcode entered on the phone's screen and within a minute the route will be loaded, ready to provide clear voice and simple visual directions.

Routes can also be provided through the Trafficmaster Personal Assistants, who will be able to find your destination and download a new route to your phone or provide assistance in the event of a breakdown or emergency.

Smartnav Mobile can also be programmed with Favourite routes for ready reference and stores previous destinations. The Smartnav Mobile software is available to download from www.trafficmaster.co.uk/mobile with a 30-day free trial when you take out a monthly or annual subscription. Subscription charges are £4.95 per month or £49.95 per year. Personal Assistant calls cost up to 59p per minute.

For more information about Smartnav Mobile and Trafficmaster's other services go to www.trafficmaster.co.uk

** compatible with Windows-based GPS mobile phones

ENDS

More information:

Gill Houghton, PR Manager, Trafficmaster plc

T: 01234 759315

E: ghoughton@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