

For immediate release
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RECESSION-BUSTING HOLIDAYS AT HOME WILL BRING HEAVY BANK HOLIDAY TRAFFIC

Traditionally the Friday before the start of the school summer half term break has been a 'Black Friday' for traffic congestion on routes to airports and ferry terminals as people head for the sun. However, this year Trafficmaster - the UK's leading provider of real-time traffic information – is predicting heavy traffic as usual, but this time on the popular holiday routes in the UK – as families choose to stay at home for a recession-busting break instead.

This year, the recession appears to be changing leisure travel habits with Trafficmaster monitoring increased traffic congestion on some holiday routes each Friday afternoon, with returning traffic on Sunday afternoon and evenings as people take short weekend breaks, closer to home.

For the late Spring Bank Holiday this trend will be significantly increased with very heavy traffic expected on Friday 22 and Saturday 23 May. This will affect not only holiday routes, but key commuter routes and long distance routes such as the M1, M6 and M25, although the following week will see much reduced commuter traffic and no school traffic during the half term break.

Graham Smith, Data Manager at Trafficmaster comments: "Predicting traffic levels is never clear-cut but it seems the recession is creating different holiday traffic patterns. Families are opting for short breaks in the UK rather than going abroad and we expect to see heavier traffic this Bank Holiday from lunchtime Friday onwards on the popular holiday routes."

With over 20 years monitoring the UK's traffic levels, Trafficmaster's data shows that congestion problems are caused at the start of Bank Holiday weekends because there is a higher than usual mix of commuter and holiday traffic, occurring over a short time in the day from lunchtime onwards as people make an early getaway.

The sections of roads that Trafficmaster expects to be the most congested could see an increase in expected journey times of up to 50% compared with a normal Friday.

The Spring Bank Holiday hotspots are expected to be:

Road	Section of Road
M5	West Midlands to Exeter
A30	Exeter to Penzance
A39	Through Cornwall
A38	Exeter to Bodmin
A48/A40	M4/J48 to Haverfordwest
A35	Chester to Menai Straits
M6	Lancaster to the Lake District
A1	Wetherby to Scotch Corner
A31/A35	M27/J1 – Dorset Coast
A47	Peterborough to Great Yarmouth
A11	Newmarket Bypass to Thetford
A34	Oxford to Winchester

For information about traffic conditions in your region, please contact Gill Houghton, PR Manager, Trafficmaster on 01234 759 315 or Graham Smith, Data Manager, Trafficmaster on 01234 759 118.

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 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

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