

**For immediate release
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BMW GROUP UK ADDS NEW TRACKSTAR ON-DEMAND MILEAGE REPORTS SYSTEM TO THEIR STOLEN VEHICLE SECURITY PACKAGE

First 12 months On-Demand subscription free with all BMW / MINI Trackstar contracts



Picture courtesy of BMW Group UK

BMW Group UK has added the new On-Demand Mileage Reporting System from Trafficmaster to the Trackstar stolen vehicle tracking system already available as an accessory option on all BMW and MINI models.

This gives BMW and MINI drivers the additional security and peace of mind of having a completely accountable record showing exactly where their vehicles is – or was – at any given time. Trackstar On-Demand allows drivers to view their historical journeys, check their vehicle location at any given time and run reports on their business or private mileage

The Private and Business Mileage reporting software works by interrogating data collated by the unique Trafficmaster black box fitted in the vehicle. The system records all journey start and end locations, the time taken to make the journey and the exact distance travelled. All the driver has to do is classify their journeys as either business or private mileage – and the system can make this even easier if the driver has a particular pattern.

For example, for most drivers their regular office commute counts as private mileage with the majority of their business journeys made between normal working hours on

weekdays rather than weekends. The On-Demand system can be set to pre-categorise journeys as business or private according to the time or day of the journey. For drivers who claim a mileage allowance from their employer a totally accurate report can be simply produced each month, with any private mileage and journey locations itemised separately. An annual report can be produced for those who claim tax relief on their mileage from the Inland Revenue.

Carl Whipp, Aftersales Marketing Manager, BMW Group UK Ltd said "This new On-Demand Mileage reporting system is an excellent addition for BMW and MINI drivers already enjoying the benefits of the BMW Group UK approved Trackstar stolen vehicle recovery package.

"It is simple to set up and with its ability to differentiate between private and business mileage and to record the vehicle's exact location at any time, Trackstar On-Demand offers a really useful service to all BMW and MINI drivers. We expect it to be a popular new option with our customers, especially as we are offering 12 months subscription, worth £120, free with all BMW / MINI Trackstar subscriptions taken out between 01 May and 30 September 2009."

Andy Morrison, Head of Automotive Sales at Trafficmaster added: "This new system makes it easy to keep totally accurate journey records – whether business or private – and gives BMW and MINI owners the extra security of knowing exactly where their vehicle has been at any given time. It further enhances the excellent stolen vehicle security package already provided by the BMW / MINI Trackstar programme."

BMW / MINI Smartnav and Trackstar customers can have a 12 month subscription to the Trackstar On-Demand Mileage record system Free of Charge, with contracts taken out between 01 May and 30 September 2009 and because the journeys are logged by the in-vehicle system, the data is secure so drivers know their records are completely accountable.

For further information on this and other Trafficmaster vehicle management solutions, go to www.trafficmaster.co.uk

ENDS

More information and digital image available from:

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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 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

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