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TRAFFICMASTER DEMONSTRATES FLEET SAVINGS AT AVEX 2009

See Fleet Director installed in our Citroen C2 display car on the stand

**Stand No P56
AVEX
NEC, Birmingham
10-11 June 2009**

At AVEX 2009, Trafficmaster, the leading supplier of intelligent driving systems is demonstrating how its fleet management solution, Fleet Director, can help fleet managers in the vending industry to maximise operational efficiency and support Duty of Care responsibilities for remote or lone workers.

A Fleet Director Display Terminal and Smartnav navigation system are on show in a Citroen C2 on the stand, so visitors can see how this unobtrusive installed system fits neatly into any vehicle.

Fleet Director's innovative technology has been shown to increase productivity by 12% and cut fuel consumption by up to 30% - a key issue for companies now more than ever. When used with Smartnav, Trafficmaster's highly sophisticated in-vehicle satellite navigation system, this adds a unique combination of driver benefits – live traffic information with time-aware routing and 24/7 access to a team of Personal Assistants who not only provide route guidance but can assist in emergencies and breakdowns too as its GPS technology can exactly locate a vehicle even if the driver is unsure or unable to do so.

For vending companies operating fleets all over the UK, Fleet Director's innovative technology helps them save time, fuel and reduces mileage – all helping to reduce carbon emissions. It is also proven to cut overtime by 15% and unauthorised vehicle use by 12%. The latest addition to Fleet Director – the Message Display Terminal (MDT) launched in January 2009, allows fast two way text communication between driver and office. MDT also integrates navigation with address entry for rapid routing information and can store up to 50 dispatch messages, optimising journey and arrival times to maintenance jobs and deliveries.

Fleet Director is a web based programme than can be accessed from any PC or laptop. The fleet manager can view all vehicle locations and movements, live on a unique interactive map. It also provides a range of reporting systems that help managers check mileage and fuel use, monitor hours of service and log when a vehicle is available or when it is being used. It also highlights when exceptions have been broken such as speed limits or if a vehicle has entered a 'no-go' zone.

"If a company has the ability to view its vehicles in real time, manage their journeys and analyse performance then not only can huge savings be made, but productivity can be increased," said John Lawrence, Sales & Marketing Director at Trafficmaster. "Fleet Director is a combination of all Trafficmaster's intelligent technology supplied on one platform. This provides all the tools a fleet manager needs to get the most out of their drivers and vehicles."

To find out more about Fleet Director visit Stand No P56 at AVEX, NEC Birmingham, 10-11 June 2009 or go to www.trafficmaster.co.uk

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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

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