



**For immediate release
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FLEET DIRECTOR SPECIFIED BY SOUTH TYNESIDE COUNCIL

300-strong vehicle fleet to feature Fleet Director fleet management solution with Smartnav navigation

South Tyneside Council, which provides services for over 150,000 residents, has just signed a contract with Trafficmaster to supply the council's vehicle fleet with the latest Fleet Director fleet management solution, including the Smartnav intelligent satellite navigation system.

Fleet Director is being fitted to 221 vehicles in the existing fleet while a further 124 new Citroen vans, with Fleet Director and Smartnav already fitted, will be delivered to the Council in May.

Fleet Director is an internet-based fleet management system that enables managers to ensure vehicles are operating in the most cost efficient and productive way. Data from customers using Fleet Director has shown fuel consumption cut by up to 30% and productivity increased by 12%. By saving organisations time, fuel and reducing mileage, Fleet Director also helps reduce carbon emissions.

Smartnav is Trafficmaster's highly sophisticated in-vehicle satellite navigation system. South Tyneside's drivers will receive live traffic information with time-aware routing through the Smartnav Touchscreen to ensure they are always on the quickest route at any given time.

"We chose to use the Fleet Director system because it gives us the ability to see all our vehicles in real time and to ensure we manage their journeys and work schedules in the most efficient way. This will save time and reduce our fuel costs and wear and tear on the vehicles" said Ray Hepburn, Fleet Manager at South Tyneside Council.

For more information about Fleet Director and Trafficmaster's other services go to

www.trafficmaster.co.uk

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 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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