



For Immediate Release  
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## **TRAFFICMASTER PLC PARTNERS NORWICH UNION'S REVOLUTIONARY NEW "PAY AS YOU DRIVE"™ INSURANCE**

Following today's launch of Pay As You Drive™ motor insurance by Norwich Union, Trafficmaster, the Intelligent Driving company, announces that it will be providing a range of added value services to Pay As You Drive™ customers including the awardwinning Smartnav Satellite Navigation system.

Trafficmaster will provide the crucial "black box" technology to Norwich Union and will also be offering its full range of in-vehicle services to all Pay As You Drive™ customers. Every customer will have emergency breakdown assistance, a free 30 day trial of the Smartnav satellite navigation system and the Safespeed safety camera alert service.

As the necessary hardware is already installed in the vehicle, Trafficmaster's range of services will be provided for just the usual subscription fees with no additional up front investment from the customer.

Stuart Berman, Executive Director of Trafficmaster, said: "This is a significant step forward for Trafficmaster. The programme will involve the mass deployment of Trafficmaster black boxes and the introduction of another compelling telematics service. It will lower the barriers to adoption of telematics in the UK."

Trafficmaster Plc is the UK's leading journey management company providing high quality satellite navigation, traffic data and vehicle tracking systems.

Smartnav uses Trafficmaster's unique historic and predictive traffic data to calculate in real time the optimum route for a journey. It also monitors the route for delays until you reach your destination. Ends

For further information

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### **About Trafficmaster Plc**

Founded in 1988, Trafficmaster Plc is the UK's leading journey management company providing high quality satellite navigation, traffic data and vehicle tracking systems.

Trafficmaster's leading product is Smartnav, an easy to use, technologically advanced, satellite navigation system that guides you around the jams. Smartnav uses Trafficmaster's unique live, incident, historic and predictive traffic data to calculate the optimum route at the start of your journey and will continue to monitor the route for delays until you reach your destination. The Smartnav service also incorporates 24-hour personal assistant support, emergency and breakdown service, nationwide safety camera alerts and GPS stolen vehicle tracking.

Traffic information is derived from a state-of-the-art network of nationwide sensors and transmitters that gather and distribute traffic data of over 8,000 miles of motorway and trunk routes. Designed, developed and patented by Trafficmaster, the system disseminates the gathered data at the company's headquarters at Cranfield in Bedfordshire, and is delivered to

the customer through a number of screen or speech-based receivers. These include a variety of in-car products and services that include Smartnav, Trafficmaster Monitor, YQ<sup>2</sup>, Oracle and Freeway units. Traffic information from Trafficmaster can also be obtained by phoning the 1740 service, which is run in partnership with the RAC and the UK's main mobile phone operators. You can also log onto [www.trafficmaster.net](http://www.trafficmaster.net), which provides live traffic information on the PC at home or in the office.

Trafficmaster also offers a Radio Data System -Traffic Message Channel (RDS TMC) service. This provides real time traffic data to other aftermarket and automotive manufacturer own satellite navigation systems.