



**For immediate release  
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## **LATE BANK HOLIDAY BRINGS MORE SUMMER TRAFFIC CONGESTION**

***With the August Bank Holiday falling late, heavy traffic congestion will start early this year, says Trafficmaster***

The usual August Bank Holiday traffic build-up is set to start a week early this year, according to Trafficmaster, the leading traffic information provider, who is predicting around a 30% increase in congestion on popular holiday routes on Friday 21 August 2009, compared with a “normal” Summer Friday.

With many schools in England & Wales starting their Autumn term during the first week of September this year, families are expected to take their last chance for a summer break a week earlier than usual and gain the Bank Holiday Monday as the last day of their holiday, rather than the first.

This coincides with a busy weekend in the leisure calendar as well, with the V-Festivals in Shropshire and Essex, air festivals at Bournemouth, Shoreham and Old Warden (Bedfordshire), and the football season now under way.

All this adds up to potentially one of the busiest weekends on the roads this summer.

Graham Smith, Data Manager at Trafficmaster believes the traffic build up will start early: “We are expecting to see heavy holiday traffic from mid morning onwards on Friday 21 August particularly around the M25 and then across all the major holiday routes. This will later mix with homebound commuter traffic from early afternoon into the evening. Add in to that traffic heading to the weekend’s music festivals and other events and we expect to see high levels of congestion continuing on Saturday 22 August as well.

“It is also likely that most major roadworks will still be in place this first weekend as well, although they are likely to be lifted for the actual Bank Holiday weekend. So,

overall, people should leave plenty of time for their journeys and expect to see delays on major routes.”

Trafficmaster also predicts a similar congestion pattern on the actual Bank Holiday weekend, particularly if there is good weather, encouraging people to make a trip to the coast or other leisure attractions such as the Blackpool Illuminations switch-on and the Notting Hill Carnival. So it is likely to be a slow journey home on the evening of Bank Holiday Monday and probably over Tuesday 1 September as well.

The top congestion hotspots over 21 August and 28 August 2009 are expected to be:

- M25 Western sector. Motorists will be heading out onto the M4 and the M3 to travel to the Hampshire & Dorset coast and West Country.
- A31 & M27 from Southampton to Bournemouth and A35 past Dorchester
- A303 across Salisbury Plain through Wiltshire and down to Somerset and the A30 into Cornwall
- A3 through Hindhead and A34 from Oxford to Newbury and Winchester
- M4 from London to the South West and M5 from Gloucester towards South Wales
- M6 through the West Midlands and into South Lancashire
- M56 and A55 into North Wales
- M6 and M55 towards Blackpool and the Lake District
- M1 through the East Midlands into South Yorkshire and A64 to the Yorkshire coast
- A14 and A11 & A47 to Norfolk and the East Coast

Motorists can avoid unnecessary delays by calling the traffic and travel advice line, AA Roadwatch, provided by Trafficmaster, on 84322 or 'the AA' on a mobile phone keypad or 0906 88 84322 from a landline.

For more information about Trafficmaster go to [www.trafficmaster.co.uk](http://www.trafficmaster.co.uk)

**ENDS**

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.

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**Technology Solution**

Trafficmaster is able to provide drivers with smarter route planning and more accurate estimated arrival times than ever before because of the latest IBM data collation technology. This is able to retrieve and process huge volumes of vehicle location data and collates this with historic data and real road speeds to identify congestion hotspots and give accurate journey times on any given day.

**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](http://www.teletrac.net)

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