

**TRAFFIC PROVIDES THAT BLACK FRIDAY FEELING**

Trafficmaster Plc, a leading provider of real-time traffic information and intelligent vehicle tracking and navigation solutions, predicts a gloomy day for drivers on Friday 20<sup>th</sup> October. The start of the school October half term will encourage a mix of holiday makers, commuters leaving work early and the usual heavy goods vehicles to all congregate on the roads at the same time. The busiest time of the day will be between 3.00pm and 7.00pm and it is forecast that congestion will increase by at least 40% with an additional 20 minutes on journey times across major routes, compared to an average Friday.

This year's *Black Friday* is compounded by the nationwide 33% increase in congestion on the UK's motorways compared to September last year. The busiest motorways on Friday also reflect the worst motorways year round. These are:

- The old M6 between junctions 4 and 11a – This section of motorway has seen a dramatic 106% increase compared to September last year and will be particularly bad on Friday as it is a main commuter route serving major towns and is a busy holiday route.
- M1 between M25 and Leicester – A 75% increase in congestion means that this is one of the busiest motorways in the UK. Friday afternoon will see vehicles heading North from London and long term road works between junctions 8 and 9 will add at least another 15 minutes to the journey.
- M25 between M1 and A3 interchanges – The Western sector of the M25 encompasses a number of busy business and leisure areas including the M4, Heathrow and the M40. It has seen a 19% increase in congestion and this is expected to rise further. This Friday will see long delays clockwise and anti-clockwise.
- M1 between Leicester and M18 interchange – Traffic in the Midlands has been increasing over the last few years as towns in the area have expanded. Friday will see a lot of HGVs mix with commuter traffic and holiday makers, causing long delays from as early as 1.00pm. Compared to the same time last year, Trafficmaster has seen a 6% increase in congestion on this part of the M1.
- M6 from the M6 Toll road into South Lancashire – This road can be very busy in the October half term as many families head to Blackpool for the illuminations. It is a both a busy commuter and holiday route, and this has caused a 5% increase in traffic congestion over the year.

Many families will take advantage of the unusually mild October weather and will make a last holiday getaway before Christmas on the Friday, returning on the following Sunday, 29<sup>th</sup> October. Other roads to watch out for during the half term holiday week include:

- The M6 and M5 interchange between junctions 8 and 10
- The A14 between Huntingdon and Cambridge
- The A1 in the Home Counties heading North from London

Trafficmaster Traffic Analyst, Graham Smith, said: "We're advising drivers to think about their journeys before they set off this Friday. Get up to date information by phoning 1740 on your mobile phone and avoid likely trouble spots at peak times."

Trafficmaster monitors traffic 24 hours a day covering over 7,500 thousand miles of motorways and trunk roads. For more traffic information in your region, please contact Georgina Osborn on 01234 759 315 or email [georgina.osborn@trafficmaster.co.uk](mailto:georgina.osborn@trafficmaster.co.uk) or Phil Hale on 01234 759336 or email [phil.hale@trafficmaster.co.uk](mailto:phil.hale@trafficmaster.co.uk).

ENDS

#### **About Trafficmaster**

Founded in 1988, Trafficmaster Plc is a leading supplier of real time traffic data, intelligent vehicle tracking and navigation solutions. Its headquarters are based in Cranfield and it also has operations in North America, under the Teletrac brand. Trafficmaster provides advanced satellite navigation, vehicle tracking and diagnostics, fleet management solutions and real-time traffic information.

Teletrac develops and markets wireless location information systems that give commercial fleet managers the tools to track vehicle movements and help increase employee productivity, whilst fulfilling the need of their respective customers. These systems also help significantly decrease vehicle and cargo theft, cutting the insurance and capital costs for fleet owners.

Smartnav is an easy to use, technologically advanced, satellite navigation system. As an off-board system Smartnav is able to learn from user feedback and behaviour, calculate actual road speeds, provide up-to-date mapping and dynamically guide you around the jams using real-time traffic information. The Smartnav service also incorporates nationwide safety camera alerts, GPS stolen vehicle tracking, emergency & breakdown service and 24-hour personal assistant support.

Trackstar is one of the UK's leading GPS based stolen vehicle tracking system providers. Its widely used products include Trackstar Plus, a stolen vehicle tracking system that incorporates safety camera alerts and Trackstar 5, which uses a Driver Authentication Device to enable the system to recognise authorised drivers only.

Trafficmaster's traffic information is derived from its unique state-of-the-art network of over 7,500 nationwide static roadside sensors and transmitters that gather and distribute traffic data from over 8,000 miles of motorway and trunk routes. Traffic data is then 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. Trafficmaster also provides a Radio Data System Traffic Message Channel service that supplies traffic data to aftermarket and standard fit satellite navigation systems. Traffic information 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.

For more information please visit [www.trafficmaster.co.uk](http://www.trafficmaster.co.uk) or contact Georgina Osborn on telephone: 01234 759 315 or email: [georgina.osborn@trafficmaster.co.uk](mailto:georgina.osborn@trafficmaster.co.uk)

