

**For immediate release**  
**20 October 2009**

**OCTOBER'S HALF TERM HOLIDAY & RETURN OF THE SCHOOL RUN BRING CONGESTION WARNINGS**

As the autumn half term break approaches, Trafficmaster predicts that Friday 23<sup>rd</sup> October 2009 – the traditional “Black Friday” seen at the start of the autumn half term break in England and Wales - is expected to be one of the worst days on the roads for congestion this year.

“There are many different factors affecting traffic congestion at the moment,” said Graham Smith, Data Manager, at Trafficmaster. “There has been an increase in congestion on some major routes usually associated with high levels of HGV movement, whilst the effects of the school run have added to journey times in the vicinity of urban areas.”

“Combined with the expected increase in traffic levels at the start of the half term break – the last chance for many families for a break before Christmas, the last Friday of Summer Time, and the possibility of variable weather conditions, and we could see some of the worst congestion of the year.”

Trafficmaster expects to see the getaway traffic start to build from 10.00am onwards on Friday 23 October, with the heaviest traffic expected from 3.00pm onwards on the main routes. Some of these are likely to remain busy until early afternoon on Saturday 24 October.

“Some consolation for motorists is that commuter routes are likely to be much quieter than usual during the following week with no school runs, although the evening peak time will be mainly in darkness” added Graham Smith. “The return run from the half term holidays is also expected to be spread over a few days but the heaviest traffic is likely to be seen from about 3.00pm on Sunday 1 November as many start for home while it's still daylight.”

The routes Trafficmaster expects to be the most congested on “Black Friday” will see around a 20% increase in congestion, compared to a normal Friday. Drivers should expect their journeys to take longer than usual for a Friday, and allow plenty of time for their journeys

Trafficmaster’s top ten congestion hotspots for Black Friday are:

Road	Section of road
M25	Western Sector
M6	Through the West Midlands and up to the North West
A303	Through Wiltshire and Dorset
A3	To Hindhead
A11 & A14	To Elveden and East Anglia
M5	To the South West
M3 & A31	Towards Hampshire and the Dorset coast
M4	Between London and Bristol and between the Severn Bridge and Cardiff
M56 & A55	Into North Wales
M6 & M55	To the Lake District and Blackpool

For information about traffic conditions in your region, please contact Gill Houghton on 01234 759 315 or Graham Smith 01234 759 118.

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

## ENDS

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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 6,000 fleets and a total of 90,000 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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