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For immediate release

TRAFFICMASTER REVEALS TERM-TIME TRAUMA ON OUR ROADS

- **Trafficmaster illustrates local effects of Britain's school traffic**
- **Peak-time trouble spots analysed for local effects**
- **Journey times triple on worst affected routes**

Increased congestion that includes millions of parents driving children to school in the mornings causes average journey times on some roads to triple in length, according to new analysis from intelligent driving experts, Trafficmaster.

The worst school traffic impact measured by Trafficmaster is on the southbound A629 near Bradford, West Yorkshire. The average morning rush-hour journey (08.30-09.15) on this busy route during the school holidays takes just 11 minutes, but in term time this figure rises to almost half an hour – for a stretch of road only two miles long.

UK-wide analysis shows this type of congestion occurs only briefly and is more serious during the morning rush, which brings together school, office and retail commuting. However, in this time, it frequently doubles journey times on short sections of major and local roads, creating significant delays throughout the affected areas.

Other affected areas include the eastbound A40 near Cheltenham (133% journey time increase in term time), the northbound A339 in Newbury (131% increase) and the eastbound A428 in Bedford (120% increase).

Philip Hale, spokesman for Trafficmaster, said: "Overall, four fifths of all our travel in Britain is by car, with average journeys being just six miles. School holidays reduce traffic on our roads by approximately 10 per cent, from a combination of parents taking holidays and not driving their children to school, but the effects vary widely.

“It’s critical for other drivers to understand the local effects of this and avoid congested areas where possible, so as not to add to the problem. Knowing when and how your route will be affected and what alternatives there are could also save you significant time, money and frustration from getting caught in jams”, he concluded.

Trafficmaster Term Time Congestion Hotspots

Location	Road	Average holiday time journey in minutes*	Average term time journey in minutes*	Journey time increase as percentage
Bradford	A629 S/B	11	28	158.46%
Cheltenham	A40 E/B	6	14	133.33%
Newbury	A339 N/B	7	15	130.77%
Bedford	A428 E/B	9	20	120.18%
Northampton	A45 W/B	5	10	114.81%
Ely	A10 S/B	2	5	103.33%
Stoke-on-Trent	A50 W/B	2.5	5	100.00%
Newcastle	A69 E/B	7	13	89.87%
Hereford	A49 S/B	7	12	89.19%
Aylesbury	A41 W/B	5	9	81.97%

* = to nearest half-minute

Trafficmaster specialises in intelligent driving services, offering advanced satellite navigation with real time traffic data, stolen vehicle tracking, speed camera warning and emergency call, delivered to individual vehicles by its Bedfordshire-based control centre.

Trafficmaster also provides real-time traffic information and traffic incident data through a network of over 7,500 roadside sensors, covering 8,000 miles of UK roads. The company has monitored traffic across the country to compare average term-time journeys with those during holiday periods.

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, YQ², 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, 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.