



For immediate release

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TRAFFICMASTER EXTENDS RDS TMC SERVICE CONTRACT WITH HONDA

Trafficmaster, the leading supplier of intelligent driving services, has secured a further five year extension to its current contract with Honda to provide its Radio Data System Traffic Message Channel (RDS TMC) service to all satellite navigation systems factory fitted in Honda vehicles.

Honda was the first major automotive manufacturer to take Trafficmaster's RDS TMC service back in 2005. Their decision to now extend this contract reinforces Trafficmaster's position as the foremost provider of live high quality traffic information in the UK. The new contract runs until 2014.

Using data gathered from its own network of roadside monitors sited across 8,000 miles of UK motorways and trunk roads, Trafficmaster continuously collates this live traffic data and real road speeds to provide drivers with the quickest, most efficient route for their journey, whatever the time or day of travel.

Jonathan Allee, Product Planning, Honda Motor Europe said "Since our original partnership agreement with Trafficmaster in 2005, their RDS TMC service has proved to be an excellent addition to the Honda customer offer, in keeping with the high quality standards we demand for every aspect of our vehicles. That is why we have decided to extend the contract for a further five years, knowing that Trafficmaster's commitment to ongoing technology innovation will ensure their service remains at the forefront of satellite navigation development."

Trafficmaster's Chief Executive, Tony Eales added: "We are delighted to have our contract with Honda extended for another five years – it is an excellent endorsement for us and the quality of the RDS TMC service that we are able to provide. We look forward to continuing to work successfully with Honda and all our other RDS TMC customers in this incredibly buoyant sector of the navigation systems market."

For more information about Trafficmaster's range of traffic products and services go to www.trafficmaster.co.uk

ENDS

More information:

Gill Houghton, PR Manager, Trafficmaster plc

T: 01234 759315

E: ghoughton@trafficmaster.co.uk

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

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