



For immediate release
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Trafficmaster extends Citroen Smartnav Deal

Trafficmaster today announces an extension of its relationship with Citroen, for standard fit of its Smartnav intelligent navigation system.

Following the successful launch the Citroen Relay van with Smartnav, the manufacturer is to offer Smartnav as the standard fit satellite navigation system on its new-look Dispatch van.

The Citroen Dispatch van is targeted at the trade professional who may travel long distances and who are visiting a number of different addresses in one day. The addition of an intelligent satellite navigation system like Smartnav will not only strengthen the residual value of the vehicle, but will help businesses reduce mileage, cut fuel consumption, improve response and delivery times and enhance driver and vehicle safety.

From February 2007, all new Dispatch vans will be delivered with Trafficmaster's Smartnav, including a fleet package specifically designed for Citroen's commercial market. This comprises a three-year subscription to the navigation service; three-year subscription to the UK's leading GPS stolen vehicle tracking service, Trackstar; three month's free use of Trafficmaster's live traffic data to help calculate routes around delays and one month's access to SafeSpeed speed camera alerts.

Tony Eales, Chief Executive of Trafficmaster, commented:

"The extension of our relationship with Citroen is proof our business partnerships strategy is working. The success of Citroen Relay with Smartnav has also shown how highly, commercial vehicle owners and drivers rate intelligent driving services to help them do their business."

ENDS

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About Trafficmaster

Trafficmaster Plc is an expert in intelligent driving. The Group comprises Trafficmaster Plc in the UK and US-based Teletrac Inc. 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.

Trafficmaster's services have been developed with its 20 years' experience in monitoring and analysing UK traffic across 8,000 miles of motorways and trunk roads. Trafficmaster provides 24 hour personal travel assistance, dynamic route guidance with real-time traffic information, stolen vehicle tracking, emergency and breakdown assistance and speed camera detection.

Trafficmaster's key product is the award-winning Trafficmaster 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 or maintenance 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.

Teletrac Inc offers fleet tracking and navigation solutions across the US, serving 4,000 fleets and a total of 55,000 vehicles, using the same wireless and GPS technology.

Trafficmaster was founded in 1988 and floated on the London Stock Exchange in 1994.

www.trafficmaster.co.uk