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TRAFFIC JAMS SHOW CHRISTMAS SHOPPERS SHUN THE RECESSION

Sunday shopping traffic in November increased by 44% at peak time compared to the same period in 2008

Despite experiencing the worst recession in the last 60 years, more Christmas shoppers are out on the roads visiting shopping centres and retail parks compared to 2008. Trafficmaster, the UK's leading traffic information provider, has measured a 44% increase in Sunday traffic between the hours of 6.00pm and midnight during November. This traffic consists of shoppers heading home as shops close.

These statistics collude with recent retail figures showing that people on average will be spending 11% more on Christmas presents compared to last year.

Looking at the number of traffic problem alerts, the busiest Sundays so far have been the 15th with 1116 alerts, the 22nd experiencing 1192 traffic alerts and the 29th November with 1306 traffic warnings. Compared to a typical Sunday evening, which receives around 600 alerts, Sunday traffic has more than doubled on some days.

Across the whole of the day, Trafficmaster has seen on average a 20% increase in traffic alerts on November Sundays. The worst hit areas have been the North West around Manchester and the M6 through the West Midlands, especially around Stoke on Trent.

Georgina Read, PR manager at Trafficmaster comments: "This is good news for retailers and shows that people's Christmas spirit is high despite financial doom and gloom. Our traffic analysts predict that December Sundays will continue to be busy, with the worst shopping day expected on the 20th December. The good news is that we can all look forward to a long Christmas weekend to recover from all the stress of Christmas shopping."

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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

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