



For immediate release
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TRAFFICMASTER GETS INTO THE (EXTENDED) ZONE

With the London Congestion Charging Zone spreading westwards from this week, many more drivers will be unsure where they can drive without being charged – so it's good news that Trafficmaster's Smartnav now features visual Congestion Charging Zone alerts, as one of a number of new features on an upgraded touchscreen.

Congestion Charging Zone alerts are now shown on the Smartnav screen by the easily recognised 'C' symbol, accompanied by an verbal warning telling the driver; when they approach the Congestion Charging Zone; when they entering the Congestion Charge Zone and, when they are leaving the Congestion Charge Zone. As with all other Smartnav services Congestion Zone alerts are automatically updated with the latest data by Trafficmaster's UK control centre, to help make driving easier.

Already acknowledged for its ease of use, Smartnav's upgraded screen will help drivers download routes quicker and provide enhanced information when on the move. The screen is the direct interface, allowing drivers to enter postcodes (when stationary), retrieve favourite or previous destinations, contact breakdown or emergency services, tailor their account details, screen settings and alerts – and of course make a handsfree call to the Smartnav control centre for assistance with destinations or routes.

The screen – the only visible element of Smartnav in the vehicle – is now also fully removable, enhancing security by leaving no temptation for thieves. Other new features include:

- Quick recall of the last five destinations without typing in postcodes or calling through to the Smartnav control centre
- Store of 20 'favourite' most travelled to destinations
- Display of the vehicle's GPS speed in either miles per hour or kilometres per hour
- Direct link to Breakdown and Emergency services
- A quick 'mute' option which silences verbal guidance instructions
- Easy route cancelling
- At-a-glance subscription information with renew and upgrade options.

Trafficmaster's development team works continually to improve the Smartnav experience for users and many of the latest enhancements have come directly from customer feedback. The new Touchscreen is offered at no extra charge over the previous unit – £149.00 – and is installed with all new Smartnav units upon request.

The award-winning Trafficmaster Smartnav is an intelligent satellite navigation service, which uses live traffic information and real-time road speeds to calculate optimum routes and avoid traffic congestion on the way. Central to the service is 24-hour personal assistance at the touch of a button, giving drivers access to a real person to check routes and help find difficult or non-specific locations. Trafficmaster's comprehensive traffic data means Smartnav is continually updated with traffic news, road closures or maintenance and speed camera locations, without the need for CDs or internet-sourced updates. Because Smartnav uses advanced technology to communicate with Trafficmaster's control centre, all traffic data and intelligent mapping is generated by the computing power of Trafficmaster, without the need for this to be stored in the in-vehicle system.

ENDS

More information:

Philip Hale or Georgina Osborn, Trafficmaster plc

T: 01234 759315

E: phil.hale@trafficmaster.co.uk / georgina.osborn@trafficmaster.co.uk

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 4,000 fleets and a total of 55,000 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 a unique traffic monitoring network of 7,500 sensors, covering 8,000 miles of UK motorways and trunk roads.

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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