



For immediate release
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Right place, wrong county – your destination may not be where you think!

Numerous towns and villages sharing the same name are causing many motorists to waste valuable time on the road heading towards incorrect destinations, according to Trafficmaster.

The intelligent driving company says people often don't realise there are towns and villages across the UK that share a name, but are located in completely different areas.

Trafficmaster research shows some of the most common names: there are 22 Suttons, 16 Cliftons and 15 Waltons in the UK, some of which are even situated in the same county as one another. Britain also boasts five Boltons, five Newcastles and four Burys.

Town name	Total number in UK	Comment
Sutton	22	Located across the UK, from Surrey to South Yorkshire
Clifton	16	A district of Bristol, also found in Cumbria, Yorkshire and Devon
Walton	15	Two are in West Yorkshire alone
Bridgend	15	A town in South Wales, but 12 others are in Scotland
Acton	8	Found in West London, Suffolk and Wrexham

To avoid confusion, Trafficmaster's map database is continually updated with new roads, junctions and place names and the company's Smartnav navigation and traffic service is supported 24/7 by a team of personal assistants, on hand to check addresses and plan the best routes. The team handles over 10,000 calls each day from motorists looking for the right destination, including:

- A customer who arrived in Crawley and called looking for 'Main Street'. Asking for the company name, the Smartnav Personal Assistant found it to be in Crawley, Winchester, 82 miles and 1½ hours' drive from Crawley in West Sussex.
- A customer who was heading to a town in Cornwall, then thought to check his route with Smartnav. On checking the postcode, the Smartnav PA discovered it related to a town of the same name in Wales.
- A customer who set out on his journey from London to the West Country, then called for directions to "St Ives", only for the Smartnav PA to ask "Cornwall or Cambridgeshire...?"

Independent research* has shown how drivers can save time, money and fuel by using satellite navigation and Trafficmaster offers the easiest way to check you have the right location. Overall, Trafficmaster customers report average savings of four hours a month, from avoiding jams, taking better routes and not getting lost.

Trafficmaster's Head of Customer Service, Geraldine Fergie, explains: "In many cases, drivers set off without any directions or route plan, which often leads them down the wrong road and wastes time. For drivers on business, that can mean missed meetings or lost money too.

"By taking further details or asking simple questions, we're always able to help get drivers to their destination."

ENDS

* = TNO, February 2007 – use of sat nav can reduce driving time (18%), distance driven (16%) and fuel used (15%).

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About Trafficmaster Plc

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 65,000 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 and traffic information service.

The use of Trafficmaster's historic measured road speeds data and live incident information allows Smartnav to calculate the optimum routes and avoid traffic congestion on every journey, improving on-road efficiency and reducing congestion overall.

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
www.trafficmaster.co.uk