



For immediate release  
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## **GM (UK) switches to Trafficmaster Plc for RDS-TMC service**

Trafficmaster Plc, the leading supplier of intelligent driving services, will take over the supply of UK RDS-TMC traffic information to Vauxhall and Saab satellite navigation systems, in a new, three-year contract.

The new contract begins in August 2007, with navigation-equipped Vauxhall vehicles and will roll out to Saab models in 2008.

The deal replaces GM UK's previous data supplier and continues Trafficmaster's rapid growth in this key sector. Since the launch of service at the end of 2004, six of the UK's top ten car brands have chosen Trafficmaster as their RDS-TMC traffic information provider.

The GM UK contract was awarded after a comprehensive tender process, which assessed the quality and breadth of traffic information available.

Trafficmaster Plc Chief Executive, Tony Eales, commented:

"This is another significant step in demonstrating the excellence of our traffic information and the quality of our RDS-TMC service. Our Traffic business is forging a strong position in the UK market with rapid market share growth in RDS-TMC supplemented by our recent 3½ year contract to supply the Department for Transport with our Real Road Speed data."

**ENDS**

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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](http://www.teletrac.net)

[www.trafficmaster.co.uk](http://www.trafficmaster.co.uk)