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Raging Bull gets connected with first integrated Smartnav

Buyers of the new, special edition Mitsubishi L200 Raging Bull will be able to enjoy a fully-integrated Trafficmaster Smartnav system as standard, amongst a long list of features.

In the first installation of its kind, the award-winning Smartnav touchscreen is fully integrated in the vehicle's centre console, for even greater security and will be backlit blue to complement other instrument lighting, for enhanced visual appeal.

All 500 Raging Bulls will offer a 12-month subscription to Trafficmaster's Smartnav intelligent navigation and traffic information service, with one-month's free Trackstar stolen vehicle tracking and Safe Speed camera alerts.

Smartnav is Trafficmaster's flagship UK product, a combined navigation and live traffic information service that uses real road speeds and live traffic information to calculate the best routes and avoid congestion. Research has shown Smartnav customers save an average four hours a month by missing jams.

Finished in eye-catching Aztec Red, Raging Bull is named after Phil Vickery, England rugby captain and is available to order from dealers now.

Mitsubishi Motors UK managing director, Jim Tyrrell, said: "We were among the first adopters of Smartnav and now we're delighted to take it to the next level in Raging Bull. The new Raging Bull has been designed to offer much more than a regular pick-up and Smartnav is much more than a standard satellite navigation system. It supports our desire to make Raging Bull a truly special edition."

Trafficmaster's Pat Gallagher added: "We're delighted Mitsubishi has worked with us to create a bespoke Smartnav installation that fully complements the Raging Bull interior."

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Editor's Note:

All Mitsubishi press releases and pictures can be found on Newspress www.newspress.co.uk and the official UK media website www.mitsubishi-press.co.uk

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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

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