

**TRAFFICMASTER ANNOUNCES DEAL TO FIT SMARTNAV IN ALL
PEUGEOT 407 MODELS**

Trafficmaster Plc, the leading journey management company, has signed an agreement with the Peugeot Motor Company to fit its Smartnav satellite navigation into new 407 models. Smartnav will be available on the Peugeot 407 Saloon and SW estate models in Peugeot's Winter Campaign that starts on 1st November 2005.

Smartnav was chosen above other satellite navigation systems because of its proven technology and its feature-rich range of services including live traffic information, up-to-date mapping, 24 hour personal assistance, safety camera warnings, stolen vehicle tracking and an easy to use Touchscreen providing visual instructions.

A Peugeot promotion prominently featuring Smartnav on the 407 will include a TV advertising campaign. This will run from the 1st November, alongside print advertising in consumer and business press.

The Peugeot Smartnav promotion will include a three year satellite navigation subscription, a three month free trial of Safe Speed, to warn you of safety cameras and 30 days free RAC Trackstar, for the stolen vehicle tracking.

Steve Lambert, manager of product planning and pricing at Peugeot Motor Company Plc, comments:

"Smartnav offers more than just satellite navigation; offering real time traffic information that automatically guides you around the delays, up-to-date mapping to take you on the right roads, safety camera warnings and stolen vehicle tracking. Smartnav certainly complements the 407 brand as it provides advanced technology that makes driving more cost effective, enjoyable and stress free."

Tony Eales, chief executive at Trafficmaster, says:

"I am delighted that Peugeot has chosen Smartnav as a standard fit satellite navigation system on its popular Peugeot 407. The decision was made following the success of the standard fit on the special edition 307 Quicksilver and the fact that Smartnav offers compelling fleet savings, both in terms of time and money."

ENDS

Editor's note – The Safe Speed service normally costs £6 per month and gives the driver added peace of mind with speed zone alerts. The 407 is equipped with Smartnav on all models (except the new Coupé) ordered or registered between 1st November 2005 and 31st March 2006.

For further information please contact:

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About Trafficmaster

Founded in 1988, Trafficmaster Plc is the UK's leading journey management company providing high quality satellite navigation, traffic data and vehicle tracking systems.

Trafficmaster's leading product is Smartnav, an easy to use, technologically advanced, satellite navigation system that guides you around the jams. Smartnav uses Trafficmaster's unique live, incident, historic and predictive traffic data to calculate the optimum route at the start of your journey and will continue to monitor the route for delays, re-routing you around jams until you reach your destination. The Smartnav service also incorporates nationwide safety camera alerts, GPS stolen vehicle tracking, emergency and breakdown service 24-hour personal assistant support.

Trafficmaster's information is derived from its unique state-of-the-art network of nationwide static roadside sensors and transmitters that gather and distribute traffic data from over 8,000 miles of motorway and trunk routes. Traffic data is then delivered to the customer through a number of screen or speech-based receivers. These include a variety of in-car products and services that include Smartnav, Trafficmaster Monitor, YQ², Oracle and Freeway units.

Trafficmaster also provides a Radio Data System Traffic Message Channel service that supplies traffic data to satellite navigation systems. Traffic information can also be obtained by phoning the 1740 service, which is run in partnership with the RAC and the UK's main mobile phone operators.