

For Immediate Release

5th July 2004

SMARTNAV PROVES TO BE A WINNER YET AGAIN!

Smartnav, the advanced satellite navigation system from Trafficmaster, has been awarded the honour of best Satellite Navigation System of the Year 2004 by leading motoring publication Auto Express.

Motoring consumer journalist, Kim Adams, tested out all leading aftermarket navigation systems, putting them through their paces on journeys through the centre of London and out in the countryside. Kim also assessed Smartnav's Touch Screen, a discreet display unit that complements the verbal instructions and provides extra features to make driving easier and safer.

BBC travel presenter, Ginny Buckley, presented the award at a dinner held at this year's Birmingham Motor Show. Smartnav outshone other systems because of its ease of use, its 24 hour personal assistant support, the accurate traffic information used to dynamically guide drivers around traffic jams and the provision of valuable additional services such as Safe Speed, a safety camera alert, and RAC Trackstar, a stolen vehicle tracking system.

Smartnav has had a run of successes over the last 18 months. It won Auto Express' Product Accessory of the Year in 2003, it received a Which? Best Buy and it has now been signed up by 18 automotive manufacturers as an approved accessory.

Adrian Joseph, Group Sales and Marketing Director at Trafficmaster, comments: "To be awarded this honour by Auto Express, the leading consumer motoring magazine, is fantastic news. At Smartnav we have worked very hard to ensure that our continuous product improvements provide the satellite navigation system, which truly benefits the motorist, and this award provides this recognition."

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