

For Immediate Release
12th January 2007

TRACKSTAR SECURES LATEST THATCHAM APPROVAL

Trafficmaster's Trackstar TM100 stolen vehicle tracking product is among the first to receive the new Thatcham approval, Thatcham Quality Accreditation (TQA).

TQA is as a robust new assessment, giving customers greater assurance of excellence by evaluating manufacturing processes as well as product quality.

Thatcham's TQA standard replaces its existing Q Class listing from 12th January 2007. Trackstar TM100, formerly known as Trackstar Plus, will be listed under the new accreditation from this date and will complement Trafficmaster's Trackstar5, which already holds Thatcham Category 5 accreditation.

Trackstar TM100 is appropriate for cars and light commercial vehicles and is recognised by all leading insurance companies, offering some drivers a reduced insurance premium.

Philip Hale at Trafficmaster, said: "With Trackstar5 already Thatcham Cat5-accredited, this additional TQA endorsement for Trackstar TM100 recognises the quality of the wider Trackstar range."

ENDS

More information:

Philip Hale, Head of PR
T: 01234 759336
E: phil.hale@trafficmaster.co.uk

Georgina Osborn, PR Manager
T: 01234 759315
E: georgina.osborn@trafficmaster.co.uk

About Trafficmaster

Founded in 1988, Trafficmaster Plc is the leader in intelligent driving solutions, supplying satellite navigation, vehicle tracking and diagnostics, fleet management and real-time traffic information. Its headquarters are based in Cranfield, Bedfordshire and it also has operations in North America, under the Teletrac brand.

Teletrac develops and markets wireless location information systems that give commercial fleet managers the tools to track vehicle movements and help increase employee productivity, whilst fulfilling the need of their respective customers. These systems also help significantly decrease vehicle and cargo theft, cutting the insurance and capital costs for fleet owners.

Smartnav is an easy to use, technologically advanced, satellite navigation system. As an off-board system Smartnav is able to learn from user feedback and behaviour, calculate actual road speeds, provide up-to-date mapping and dynamically guide you around the jams using real-time traffic information. The Smartnav service also incorporates nationwide safety camera alerts, GPS stolen vehicle tracking, emergency & breakdown service and 24-hour personal assistant support.

Trackstar is one of the UK's leading GPS based stolen vehicle tracking system providers. Its widely used products include Trackstar 5, which uses a Driver Authentication Device to enable the system to recognise authorised drivers only.

Trafficmaster's traffic information is derived from its unique state-of-the-art network of over 7,500 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 aftermarket and standard fit 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.

For more information please visit www.trafficmaster.co.uk or contact Georgina Osborn on telephone: 01234 759 315 or email: georgina.osborn@trafficmaster.co.uk