

**For Immediate Release**

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## **HYUNDAI TRAJET PROVIDES IT ALL WITH SMARTNAV**

Hyundai launches the special edition Trajet SE with Smartnav, an advanced satellite navigation system from Trafficmaster. The Trajet is one of the most comprehensively equipped multi-purpose vehicles on the market. Fitting Smartnav, Auto Express' Best Satellite Navigation System 2004, as one of the standard features further enhances functionality on the Trajet SE.

Hyundai designed the Trajet for work and play and chose to fit Smartnav, because it offers an easy to use navigation system that benefits both the business driver and the family. Smartnav uses Trafficmaster's up-to-the minute traffic information to calculate the best route and will actively guide drivers around any traffic problems.

Smartnav is also supported by round the clock personal assistants (PAs), real operators who at the press of a button on the dashboard, will take down destination details and put them into a central computer. The computer calculates the optimum route and downloads it to the car within seconds. The route is constantly monitored so the driver is alerted to any new delays and alternative routes are provided where possible.

The PAs are also on hand to help find places of interest, banks, petrol stations, restaurants and hotels, which is particularly useful for families on holidays or for when you are visiting unfamiliar areas. The PAs also provide an emergency and breakdown service to ensure that you are never left stranded.

Jennie Egan, Product Manager at Hyundai, comments:

"The addition of Smartnav as a standard fit on the Trajet SE means that motorists benefit from hassle free driving. No arguing over directions, no getting bored in traffic jams and a personal assistant to help you any emergency. Smartnav is the ultimate driving solution."

The Trajet SE is priced at £16,495 including Smartnav, DVD player, reversing sensors, and privacy glass. Smartnav also provides additional subscription services that include Safe Speed, a safety camera alert, and RAC Trackstar, a stolen vehicle tracking system.

**ENDS**

## **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. Designed, developed and patented by Trafficmaster, the system disseminates the gathered data at the company's headquarters in Bedfordshire, and is 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, YQ<sup>2</sup>, Oracle and Freeway units. Traffic information from Trafficmaster 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. You can also log onto [www.trafficmaster.net](http://www.trafficmaster.net), which provides live traffic information on the PC at home or in the office.

For more information please visit [www.trafficmaster.co.uk](http://www.trafficmaster.co.uk) or [www.smartnav.com](http://www.smartnav.com) or contact: Georgina Osborn, email: [georgina.osborn@trafficmaster.co.uk](mailto:georgina.osborn@trafficmaster.co.uk) / telephone +44 (0) 1234 759315 or Michele Murphy, email: [michele.murphy@trafficmaster.co.uk](mailto:michele.murphy@trafficmaster.co.uk) / telephone +44 (0) 1234 759309.