

**TRAFFICMASTER PLC ANNOUNCES SMARTNAV STANDARD FIT DEAL WITH
CITROEN VANS**

Trafficmaster, a leading supplier of intelligent vehicle tracking and navigation solutions, today announces that their award-winning navigation system Smartnav will now become standard with Citroen's new Relay light commercial van.

From October all Citroen Relay vans will be delivered with Smartnav as standard, with a navigation package specifically developed for Citroen and the fleet sector. The smart navigation systems can help reduce mileage, enhance response and delivery times, improve driver safety and increase the residual value of the vehicle.

Smartnav has developed a fleet package for Citroen that includes a free three year subscription to the navigation service using Touchscreen route requests; a three year free subscription to Trackstar – the UK's leading GPS stolen vehicle tracking service and a 'favourite' address functionality that saves up to 20 preset destinations, allowing the driver to easily download the route. In addition, customers will enjoy one month free use of 'Safe Speed' a speed camera alert and Trafficmaster's live traffic information both of which can be taken up as additional subscriptions.

Ian Hughes, Head of Fleet and Remarketing at Citroen UK comments:

"Satellite navigation has become an essential for many fleet managers and business drivers when choosing a vehicle. Smartnav has the distinct advantage in that the unit fitted in the vehicle can be remotely upgraded to add additional services and options in the future. This means that our customers need not worry about technology and services that can soon become out of date."

Pat Gallagher, Director, In-Vehicle Products at Trafficmaster comments:

"We always believed that Smartnav is ideal for the LCV market and we are delighted that Citroen has selected it as its standard fit satellite navigation system in the all new Relay van. The services available on Smartnav can save business' time and money. Smartnav can help take the onus off the fleet manager and help the driver become more responsible."

- Ends -

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About Trafficmaster

Founded in 1988, Trafficmaster Plc is the leading provider of Intelligent Driving solutions providing high quality dynamic navigation, vehicle tracking systems and traffic services.

Teletrac is a leading provider of Fleet Tracking solutions in the USA with over 3,000 company fleets using its state of the art Fleet Director product to manage their vehicle fleets. Many customers save over 20% on their fuel and other operating costs.

Smartnav is the award winning dynamic navigation system that combines live traffic information and regular map updates with the support of a personal assistant to ensure the driver always gets to the correct destination. Additional services available on Smartnav include Safespeed camera warning, congestion charge warning and emergency and breakdown call services.

Trackstar is the award winning Stolen Vehicle Tracking system that uses GPS to communicate the location, direction and speed of stolen vehicles to the nearest police authority. Trackstar is also available as an option on Smartnav.

Trafficmaster's traffic 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 its satellite navigation system Smartnav, and the Trafficmaster RDS-TMC service. When used in conjunction with third party satellite navigation systems, Trafficmaster's products and services provide drivers a route around congestion. 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.

RAC Trafficmaster Telematics (RTT) is a joint venture between Trafficmaster PLC and RAC

For more information please visit www.trafficmaster.co.uk