

For immediate release - 02 February 2006

## **TRAFFICMASTER ANNOUNCES STANDARD FIT OF SMARTNAV SATELLITE NAVIGATION IN NEW SUBARU**

Trafficmaster plc today announces that Subaru's new super car, the Impreza WRX STI spec. D, will come as standard with Smartnav, an advanced satellite navigation system developed by Trafficmaster. The decision to choose Smartnav comes after the success of Smartnav on a number of Subaru special editions and resulting positive customer feedback.

Subaru's symmetrical all wheel drive car will be available from April and will come with a number of additional extras which include Smartnav. The Smartnav system will provide the driver with up-to-date mapping and real-time traffic information used to calculate the best route and avoid traffic delays.

In addition, Subaru will be offering Smartnav with a free 12 month subscription which includes navigation with automatic quarterly mapping updates and access to the Smartnav operators. Subaru Impreza WRX STI spec. D driver's will also benefit from Smartnav's integrated stolen vehicle tracking service that will pinpoint the car's location and liaise directly with the police to recover the vehicle. Smartnav also offers the option of adding the safety camera alert service.

Jon Nealan, Marketing Director at Subaru comments:

'Smartnav is perfect for the Impreza WRX STI spec. D. It encompasses the best in navigation and stolen vehicle tracking and will advise drivers of safety cameras. It is also the only system on the market that has a direct feed of traffic information from Trafficmaster, which is used to get drivers around the jams.'

Tony Eales, Chief Executive of Trafficmaster, comments:

'Subaru has always been a great endorser of Smartnav. We are delighted that Subaru has put Smartnav into its high specification super car and we look forward to continuing this successful relationship.'

**-END-**

For further information please contact:

<b>Trafficmaster</b>	Tel: 01234 759 300
Tony Eales, Chief Executive	
Nigel Bond, Finance Director	
<b>Financial Dynamics</b>	Tel: 020 7831 3113
Ben Atwell / John Gilbert	