RAC TRAFFICMASTER TELEMATICS WINS UK CONTRACT TO SUPPLY RDS TMC TO PEUGEOT AND CITROEN VEHICLES

Peugeot Citroen Automobiles UK Limited has chosen RAC Trafficmaster Telematics (RTT) to exclusively supply Radio Data System Traffic Message Channel services (RDS TMC) to its factory fitted screen based satellite navigation systems. The service will run up until 2009 and will provide real-time traffic information to alert drivers to delays on the road.

The contract was awarded to RTT after a rigorous and comprehensive evaluation of the UK's two RDS TMC service providers. RTT's service proved to offer the best quality and most reliable traffic information that covers all of the UK's motorways and trunk roads. Traffic information is collated from Trafficmaster's 7,500 roadside traffic monitoring sensors. This live data is then disseminated via RDS as part of the commercial radio station broadcasts of GCap Media and Chrysalis Radio and is received as verbal warnings and visual screen icons in the navigation system, as well as re-routing drivers around congestion.

Peugeot and Citroen are the fourth and fifth automotive manufacturers to choose RTT's RDS TMC. This continues to endorse RTT's growing strength as a leading supplier of RDS TMC traffic information.

David King, Senior Buyer at Peugeot Citroen Automobiles Ltd, comments:
"We undertook a most rigorous and thorough evaluation of both RDS TMC services over a period of several months. We concluded that RTT clearly offers the best quality and most relevant traffic data, with expansive UK coverage and reliability and hence the best RDS TMC service in the market."

Craig Blount, Director of Trafficmaster Services, states:
"We have consistently proved that we can offer our customers a compelling RDS TMC proposition which offers high quality traffic information throughout the UK. The RDS TMC contract with Peugeot and Citroen continues to prove this and will enable their customers, who purchase a factory fitted navigation system, an enhanced driving experience by helping them to avoid jams on the UK's increasingly congested roads.

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