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ISUZU CHOSE SMARTNAV AS STANDARD FIT ON THEIR NEW DENVER MAX SDT MODEL

Trafficmaster today announces that its satellite navigation system, Smartnav, has been chosen for a standard fit on the new pick-up model from Isuzu, the Rodeo Denver Max SDT. In addition Smartnav will be featured in the new Denver Max SDT nationwide radio and press advertising campaign.

The Denver Max is Isuzu's most popular model in the Rodeo range. In addition to the Smartnav system, Isuzu will also be providing it's customers with a one year subscription to the navigation service, which incorporates Trafficmaster's real-time traffic information in every route calculated.

Kenyon Needs, Marketing Director at Isuzu UK, comments:

"This standard offering comes after the success of fitting Smartnav to the limited edition Rodeo Denver Max.. Smartnav will help drivers from getting lost, direct them around traffic jams, warn them of speed cameras and provide protection if the vehicle is stolen. It will also be a large asset to businesses, who are a large user of the Rodeo Denver Max, as it increases productivity and prevents excessive downtime."

Tony Eales, Chief Executive Officer of Trafficmaster, says:

"This decision to fit Smartnav as a standard satellite navigation system in all Rodeo Denver models comes from its ability to offer more than just satellite navigation. The results from the first standard fit campaign show that it helps increase sales and enables Isuzu to provide leading edge technology accessible to all types of driver."

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