



For immediate release

Trackstar, Trafficmaster's Stolen Vehicle Tracking business announces the launch of Trackstar Advance, a new initiative to address the changing trend in stealing vehicles.

With the trend in vehicle theft moving towards the use of electronic intervention methods, which currently accounts for over 50% of stolen vehicles, Trackstar are set to launch their next generation Stolen Vehicle Tracking system, Trackstar Advance.

This new Telematics innovation introduces measures to combat the growing levels of car theft involving the use of electronic devices to facilitate the theft of the vehicle. Trackstar Advance has been developed in conjunction with Thatcham Research together with Trafficmaster's OEM partners and is shortly to be launched to provide Dealers and vehicle owners with an additional choice in the battle to overcome vehicle theft.

Trackstar Advance has been certified as a Thatcham Category 6 product, but unlike existing offerings in the market, is armed with additional features and enhancements to combat electronic theft. The system incorporates technology for theft prevention in addition to existing Stolen Vehicle Tracking capabilities- utilising proven Trackstar Category 6 hardware and expertise as a global service provider of Stolen Vehicle Tracking covering 50 countries.

The Trackstar Advance system utilises sophisticated driver identification technology providing enhanced vehicle security inhibiting unauthorised vehicle start.

John Lawrence MD of Trackstar commented: "As a leading player in the provision of Stolen Vehicle Tracking service and hardware solutions we feel we have a responsibility to our customers to work with our OEM partners and Thatcham to provide a Telematics based Stolen Vehicle Tracking system that addresses the emergence of electronic intervention as a growing method of vehicle theft."

"Car makers are very focussed on addressing this issue and we know that progress has been made over the past two years. For those motorists still concerned about their car potentially being compromised, we recommend fitting a Thatcham approved Category 5 or Category 6 vehicle tracking system," said Mike Briggs, Thatcham's Security Research Manager.

Trackstar Advance will be launched from June through Trackstar's OEM partners including BMW and Jaguar Land Rover, selected Independent Dealers or by contacting the Trackstar Direct Sales team on 0845 604 5433 or email trackstarsupport@trafficmaster.co.uk

For further information on this call 0845 604 5433 and for other Trafficmaster vehicle management solutions, visit www.trackstaradvance.com www.trackstar.co.uk or www.trafficmaster.co.uk

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About Trackstar

Already proven and trusted by prestige motor manufacturers such as BMW, Jaguar Land Rover, Trackstar provide a Thatcham approved stolen vehicle tracking solution which is monitored 24 hours a day in the Trafficmaster Control Centre. Trackstar was recently a supplier of stolen vehicle tracking services to the London 2012 Games (Olympic Venues). Stolen vehicles automatically alert the Trafficmaster emergency desk operators who then monitor them remotely and inform the police of their whereabouts for fast and efficient recovery.

Trackstar is headquartered at Trafficmaster Ltd in Cranfield, Bedfordshire. For additional information, visit www.trackstar.co.uk

About Teletrac® and Trafficmaster®

Teletrac is the parent of the Trafficmaster family. Already proven and trusted by more than 20,000 fleets of all sizes and tracking more than 200,000 vehicles in 75 countries, Teletrac saves fleet owners time, money, and reduces their carbon footprint. Teletrac customers report up to 30% lower fuel usage, an average of 15% less driver overtime, 12% higher productivity and less unauthorised vehicle use.

Trafficmaster maintains a unique network of traffic monitoring sensors, generating high quality real-time traffic information on the UK motorway and trunk roads. Live traffic information is provided to customers via RDSTMC, premium rate telephone services, the internet and various data feeds.

Teletrac provides, Fleet Director, their fleet management solution in the UK, which combines all of Trafficmaster's intelligent technology to help businesses become more efficient and productive, whilst reducing the environmental impact of driving.

For further information, visit www.trafficmaster.co.uk or www.teletrac.co.uk

About Thatcham

Thatcham stolen vehicle tracking devices are becoming one of the few solutions to protect drivers against the new wave of technology-led car crime. Latest figures from the Metropolitan Police reveal a continued increase in cars stolen in London and elsewhere by thieves hacking into on board computers using devices bought on the internet. Thatcham Research recommends that one way to protect a car from this type of theft is by fitting a Thatcham listed vehicle tracking device that operates independently from the car's ECU. Such devices can be found on the Thatcham web site www.thatcham.org/security