TRACKSTAR STOLEN VEHICLE TRACKING ANNOUNCES THE LAUNCH OF TRACKSTAR ADVANCE

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TRACKSTAR STOLEN VEHICLE TRACKING ANNOUNCES THE LAUNCH OF TRACKSTAR ADVANCE, A NEW INITIATIVE TO ADDRESS THE CHANGING TREND IN VEHICLE THEFT

Trackstar have launched their next generation Stolen Vehicle Tracking system, Trackstar Advance, to combat the trend in vehicle theft of the use of electronic intervention methods, which currently accounts for over 50% of stolen vehicles.

This new Telematics innovation introduces measures to fight 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 the Thatcham Motor Research Centre and Trackstar's OEM partners and was recently 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 Stolen Vehicle Tracking product, but unlike existing offerings in the market, the system also incorporates sophisticated driver identification technology inhibiting unauthorised vehicle start for theft prevention in addition to existing Stolen Vehicle Tracking capabilities.

Craig Blount MD of Trackstar and Traffic commented: "As a leading player in the provision of Stolen Vehicle Tracking service and hardware solutions we believe 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."

Trackstar Advance is available through Trackstar's OEM partners including BMW and Jaguar Land Rover, selected Independent Dealers or by contacting the Trackstar Direct Sales team on 0345 604 5433 or email trackstarsupport@trafficmaster.co.uk

For further information call 0345 604 5433 and for these and other Teletrac vehicle management solutions, visit www.teletrac.co.uk/stolen-vehicle-tracking/trackstaradvance www.teletrac.co.uk/stolen-vehicle-tracking/trackstar or www.teletrac.co.uk

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About Trackstar

TRACKSTAR deploys the latest GPS Stolen Vehicle Tracking technology to locate and track a vehicle, liaising with the police to recover the vehicle in the shortest possible time. Once activated, the location of a stolen vehicle is pinpointed every 20 seconds. If the vehicle is moved illegally Trackstar locate it using the Global Positioning System (GPS) in the vehicle tracking unit.

Trackstar is the Jaguar Land Rover and BMW approved Stolen Vehicle Tracking & Recovery product, and is approved for installation throughout the UK automotive industry. Trackstar provide a Thatcham approved stolen vehicle tracking solution which is monitored 24 hours a day in their Control Centre. Through its Eurowatch network Trackstar is able to deliver a stolen vehicle tracking response in over 50 countries.

Trackstar is headquartered at Teletrac (Trafficmaster Ltd) in Cranfield, Bedfordshire. For additional information, visit www.teletrac.co.uk/stolen-vehicle-tracking/trackstar, call 0345 604 5433, or contact us via email at:trackstarsupport@trafficmaster.co.uk

About Teletrac® and Trafficmaster®

Teletrac is the parent of the Trafficmaster family. 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. Already proven and trusted by more than 22,000 fleets of all sizes and tracking more than 250,000 vehicles in 87 countries, Teletrac Fleet Director saves companies 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 15% 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.

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

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