



Wednesday 13th August 2003

**ITIS HOLDINGS AGREES SIGNIFICANT THREE YEAR CONTRACT
WITH FORD MOTOR COMPANY FOR RDS-TMC TRAFFIC SERVICE**

ITIS Holdings Plc (ITIS) has signed an important three-year contract with Ford Motor Company to supply its RDS-TMC (Radio Data System – Traffic Message Channel) service on Ford's New-Look Mondeo with immediate effect and shortly on the Ford Focus in the near future. Ford's brand new compact MPV, the Focus C-MAX, will also benefit from this new service when it goes on sale later this year. The service will be standard on all satellite navigation systems and will allow drivers to receive real-time, and predictive traffic information from ITIS, enabling them to re-route and avoid traffic congestion.

This contract is the first of the Ford Motor Company brands to standardise the RDS TMC service and is part of a larger framework agreement to provide this service across other Premier Automotive Group brands including Land Rover, Aston Martin, Volvo and Jaguar.

Peter Fleet, Ford of Britain Marketing Director said, "The adoption of the ITIS RDS-TMC service is a clear example of Ford Motor Company's ongoing commitment to telematics and to providing our customers with innovative technology. The New-Look Ford Mondeo embodies craftsmanship and technology and this service will ensure we continue to offer our customers the leading edge technology they demand. Customers are increasingly looking to in-car navigation systems to support their journeys and following the introduction of RDS-TMC, Ford Motor Company plans to offer customers fully integrated, real-time dynamic traffic information as an integral part of the satellite navigation system."

Stuart Marks, Chief Executive of ITIS Holdings, commented, "We are delighted that Ford will be the first of the Ford Motor Company Brands to standardise RDS TMC on their satellite navigation systems offering with our dynamic traffic information. This agreement adds to contracts in place with manufacturers who already use the ITIS TMC service including BMW, Toyota and in the aftermarket Vauxhall and Mitsubishi. "

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Note to editors:

- Accompanying photography is available
- The Ford Mondeo and Focus C-Max brands will be the first to benefit following a broader three-year contract that was signed between Ford Motor Company and ITIS Holdings in September 2002. Under this agreement, ITIS' RDS-TMC service will be rolled out across the entire Ford portfolio of brands, including Land Rover, Jaguar, Volvo and Aston Martin.
- RDS-TMC enables the driver to receive the latest traffic information specific to their position at any time on a journey, and giving them the option to dynamically re-route around any congestion or hold-ups. Drivers will already be familiar with the RDS system, which displays the name of a radio station and constantly retunes to the strongest signal as their car moves around the country. However, the TMC feature, often already built in to vehicles' navigation systems, is gradually being enabled as vehicle manufacturers commit to the industry standard RDS-TMC protocol.
- ITIS Holdings will provide the service to Ford Motor Company in conjunction with its partner the Automobile Association, with which it collaborates on RDS-TMC as part of a wider agreement between the two companies. ITIS traffic information is collated from a combination of journalistic and real-time sources using its own FVD (Floating Vehicle Data) network. The data is then transmitted via directly to the TMC receiver using a carrier of the Classic FM radio network, which provides coverage of 90% of the strategic road network.
- TMC is a European-developed and standardised means of delivering real-time traffic information. Transmitted data is decoded by a receiving device such as a satellite navigation system and translated into text or speech traffic alerts. By combining traffic information delivered via RDS-TMC, with the re-routing facilities offered by satellite navigation systems, drivers are finally afforded dynamic avoidance of traffic congestion.
- **ITIS Holdings plc**, listed on Aim, is the UK's leading provider of traffic information and vehicle security services. ITIS has invested in the development of a unique system for the collection and analysis of traffic information; it combines information from the AA traffic control centres with ITIS Historic and real-time **Floating Vehicle Data** (FVD) to provide Journey time forecasts and real-time updates. ITIS now operates the largest commercial application of FVD anywhere in the world, and delivers the content over a variety of platforms including **RDS-TMC (Alert C)**, digital radio and automated telephone services (IVR) under the **AA RoadWatch** brand.
- Following a formal agreement in 2003 with the Radio Licensing Authority, ITIS Holdings effectively holds the licence for RDS-TMC in the UK for a further eight years.
- For further information on RDS-TMC visit www.rds-tmc.co.uk.
- Through its **NavTrak** business (www.navtrak.com), ITIS has developed a unique and innovative stolen vehicle tracking service delivered via GPS/GSM technology, which offers theft alerts, vehicle tracking and police liaison throughout Europe.
 - Detection of theft – even when owner's keys have been taken. (**Automatic Driver Recognition - ADR**)
 - Automatic GPS tracking of stolen vehicles (**Stolen Vehicle Recovery**)
 - Theft alerts, GPS tracking and police liaison covering 20 European countries (**EUROWATCH**)
 - Instantaneous position report to any mobile phone (**AutoTrak**)
 - Mileage reports to show trips and cumulative distances travelled (**Journey Diary**)
- The **NavTrak** family of telematics units are fitted to over 100,000 vehicles both in UK, mainland Europe, America and Australia (including products made and sold under the manufacturer's name of Minorplanet Systems plc)
- ITIS provide traffic data to all **mobile phone providers**. To receive up-to-date traffic and travel information direct from your mobile 'phone call 401100 from any network; 2222 from Vodafone; 2020 from T-mobile
- ITIS provide traffic data to www.getmethere.co.uk, a comprehensive service from Toyota providing information on route planning, traffic information, traffic alerts and incidents, and weather forecasts.

For further information please visit www.itisholdings.com or www.navtrak.com