

SUNA Traffic Channel launches in New Zealand

Melbourne, 26 June, 2012 – Intelematics Australia, the company behind SUNA Traffic Channel, has announced the availability of the service in New Zealand, the first international venture for the company.

SUNA Live Traffic Updates are now accessible to New Zealand motorists for the first time on Garmin nüvi models including the nüvi 2455LMT, 2495LMT, 2595LMT, 3490LMT and 3590LMT. The service is also offered as an in-app purchase on the Magellan RoadMate AU and NZ App for iPhone.

SUNA Traffic Channel, Australia's first digital traffic information service, broadcasts detailed information about traffic congestion and other road conditions directly to compatible devices. The service has been operating in Australia since 2007 and is currently available in Melbourne, Sydney, Canberra, Brisbane, Gold Coast, Adelaide and Perth.

Adam Game, Chief Executive Officer, Intelematics Australia, said the company had pursued opportunities to grow the business internationally following years of success operating in Australia, and has spent the past 12 months working on its expansion into New Zealand.

"SUNA is now providing up-to-the-minute- information on traffic congestion and road incidents directly to compatible navigation devices to motorists in Auckland, Wellington and Christchurch," said Game.

The SUNA service's detailed congestion monitoring is made possible through real-time analysis of data collected from thousands of 'probe' vehicles equipped with GPS systems. In New Zealand, SUNA also incorporates information from The Radio Network's leading Time Saver Traffic service, the New Zealand Transport Agency (NZTA) and other sources such as emergency services and local government. When combined, these data sources provide a comprehensive view of traffic flows and incidents across New Zealand's most congested areas to better inform motorists of the nature of traffic snarls ahead.

"SUNA Traffic Channel will help motorists better navigate New Zealand's busiest roads by providing real-time traffic updates so drivers are aware of incidents that are causing traffic delays. This information will allow drivers to better plan their journey, avoid areas of congestion and reach their destination on time. Even if a faster alternative isn't available,

accurate information on time of arrival can reduce stress and contribute to a safer driving environment,” said Game.

SUNA’s Australian network of partners includes leading portable GPS device manufacturers, aftermarket in-car navigation brands and many vehicle manufacturers.

Intelematics is currently in discussion with several of its Australian customers to introduce SUNA to their New Zealand products, with further partnerships set to be announced later this year.

For more information on SUNA by visiting: www.sunatraffic.com.au

About Intelematics

Intelematics is a wholly owned subsidiary of the RACV and is a founding member of Global Response – a strategic telematics alliance covering Europe, North America and Australia, with more than 80 million motoring club members.

Globally recognised for innovation, Intelematics’ services include safety and security, fleet and workforce management, real-time traffic information and navigation, together with a range of real-time motorist information and convenience services. Intelematics also provides enhanced remote vehicle diagnostic and eCRM services.

Intelematics is a leading provider of OEM telematics programs within the Asia Pacific region and works in partnership with its clients to create tailored programs that bring benefit to vehicle manufacturers, their maintenance and retail channels, and motorists.

SUNA Traffic Channel, operated by Intelematics, has been adopted by leading brands including Alpine, Clarion, Continental, Eclipse, Ford, Garmin, Google, Holden, Honda, Hyundai, Kia, Mercedes-Benz, Mio, Mitsubishi, NAVIGON, Navman, Navteq, Navway, ninemsn, Nissan, Pioneer, Samsung, Subaru, Toyota and Uniden, in Australia.

SUNA uses the international RDS-TMC standard which is supported by most GPS and automotive brands. SUNA content is also offered to developers of online and smart-phone applications.

For more information on Intelematics, visit www.intelematics.com.au

Media queries to:

Alicia Aldini

Blackie McDonald

Alicia.aldini@bmcd.com.au

+61 2 8907 4900