

MEDIA RELEASE

SUNA Traffic available on 2013 model Porsche vehicles

Melbourne, 14 August 2012 – The SUNA Traffic Channel will be available on all 2013 model Porsches starting with the all new 911 sports car.

In addition to the all new 911, all Boxster, Cayman, Cayenne and Panamera models built after June of this year will feature SUNA Live Traffic Updates as a standard feature through the in-car satellite navigation system.

SUNA Traffic Channel is Australia's first digital traffic information service that broadcasts detailed information about traffic congestion and other road conditions directly to compatible in-car satellite navigation devices.

Porsche drivers will now have access to up-to-the-minute information on a range of traffic incidents including accidents, road closures, traffic congestion, major road works and special events.

“Live SUNA Traffic Updates through the in-dash Porsche Communication Management system provides motorists with fast route calculations and a choice of three alternative routes which take into account road conditions such as traffic congestion and delays,” said Porsche Cars Australia Public Relations Manager, Paul Ellis.

Speaking about the partnership Intelomatics Australia's Chief Executive Officer, Adam Game said, “We are delighted to be providing live traffic information to Porsche customers in Australia, and for SUNA Traffic Channel to be partnering with one of the most prestigious vehicle manufacturers in the world.”

SUNA Traffic Channel analyses more than three hundred million instantaneous speed measurements each month, combining a range of traffic data including GPS trackers on probe vehicles, traffic light data, traffic camera data and analysis of historical traffic information. The service is currently available in Brisbane, Gold Coast, Sydney, Melbourne, Canberra, Adelaide and Perth.

Motorists can find out more information on SUNA by visiting: www.sunatraffic.com.au

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About Intelematics Australia

Intelematics Australia 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 Australia's 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 Australia 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, Continental, Eclipse, Ford, Garmin, Google, Holden, Honda, Mio, Navigon, Navman, Navteq, Navway, ninemsn, Nissan, Nokia, Pioneer, Toyota, Uniden, Mitsubishi, Subaru, Samsung, Mercedes-Benz, Clarion and Pump TV.

The RDS-TMC service now covers more than 95 per cent of the Australian main metropolitan population, with coverage in VIC, NSW, QLD, ACT, SA, and WA. SUNA is Australia's only digital traffic service broadcast using 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

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