

## **Honda vehicles to include live traffic information from SUNA**

**Melbourne, 24 November, 2010** - Intelematics Australia, developers of SUNA Traffic Channel, have been chosen as the preferred traffic provider by Honda Australia, which will see SUNA Live Traffic Updates included as a standard feature in Honda's in-car satellite navigation systems commencing with the all-new Honda Insight VTi-L hybrid.

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

Honda Insight VTi-L owners will be able to access up-to-the-minute traffic information such as accidents, road closures, traffic congestion, major road works and special events, helping them navigate an easier, more efficient and stress-free drive.

Stephen Collins, General Manager Sales & Marketing, Honda Australia said, "This is the first time our in-car satellite navigation systems have included live traffic information, and we see great value in being able to offer this service to our customers. With Honda's focus on reducing fuel consumption and maximising efficiency, this technology is a fantastic match to our new Honda Insight VTi-L."

Adam Game, Chief Executive Officer, Intelematics Australia added, "Our partnership with Honda further extends SUNA's presence in the in-car satellite navigation market, which has grown dramatically in 2010."

SUNA Traffic Channel is currently available in Brisbane, Gold Coast, Sydney, Melbourne, Canberra, Adelaide and Perth. The SUNA service monitors traffic conditions using tens of thousands of traffic sensors supplemented with other sources including thousands of probe vehicles, freeway sensors, tow truck allocations, traffic cameras as well as roadwork and special events information. All of this information is validated by a team of traffic operators and then sent to the in-car navigation device.

SUNA is a standard feature on Honda's satellite navigation system in the Insight VTi-L with other models to follow.

Motorists can find out more information on SUNA by visiting: [www.sunatraffic.com.au](http://www.sunatraffic.com.au)

**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, Mio, Navigon, Navman, Navteq, Navway, Ninemsn, Nissan, Nokia, Pioneer, Toyota, Uniden, Mitsubishi, Subaru and Samsung.

The RDS-TMC service now covers more than 95 per cent of the Australian capital city 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](http://www.intelematics.com.au)

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