

## **PRESS RELEASE**

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### **Drive-IT launches telematics solution for car sharing at CeBIT**

**Vehicle telecoms solutions developer Drive-IT, has unveiled an in-house developed fully computerised system for car sharing. It will be launched at the CeBIT Fair in Hanover from 22-28 March, hall 26 stand A39. The solution which enables vehicles to be used more cost efficiently, will be targeted at both car clubs and companies with large vehicle fleets throughout Europe.**

The system features a Drive-IT terminal connected to the onboard electronics in the vehicle. Information on distances and times driven, etc is then transferred via GSM or GPRS technology to the car pool management computer, to provide the basis for invoicing users. Bookings are made via a terminal in the car or on a computer linked to the Internet, which also make vehicle fleet administration much easier.

The car sharing solution is based on a Windows CE based open telematics platform. It enables operators to equip their vehicles with software for both entertainment and work.

“The rapidly growing number of cars in the larger European cities is creating major problems for traffic flows and the environment. We are convinced our new telematics solutions has the potential to make car sharing an attractive alternative to private car ownership,” says Magnus Greko, MD of Drive-IT.

Drive-IT intends to market the solution across Europe. Earlier this year, Drive-IT started supplying its telematics solution to the Statoil car club system aimed at the Scandinavian market.

#### **For more information:**

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Drive-IT develops total solutions for mobile communications between road vehicles and central systems, including both hardware and key applications. Telematic platforms offer both savings opportunities and new sources of revenue. Clients include vehicle manufacturers, hauliers, car pools, leasing and insurance companies and other companies with large car fleets. Drive-IT was founded in 1999 by a number of highly experienced individuals in the vehicle and telecoms sectors. The company is owned by Haldex AB, European Digital Partner, EDP and senior managers.