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Sensys and Saferoad Polska sign an exclusive distributor agreement for Poland

SENSYS Traffic AB (publ) and Saferoad Polska Sp. z.o.o. has signed an exclusive agreement for sales and distribution of Sensys' enforcement systems in Poland.

Poland is investing in infrastructure and traffic safety. The Polish government has contracted over 1 200 km national roads and is taking a range of actions in order to improve traffic safety, both through improved road and highway standards and through measures driving behavioral change in road traffic. Sensys and Saferoad Polska expect the market for enforcement systems to grow in Poland.

"Saferoad Polska has a strong position in the Polish market and we are very happy to have entered into a strategic cooperation in order to jointly develop the Polish market," says Johan Frilund, CEO at Sensys Traffic AB.

"As Sensys is the technology leader within automatic enforcement, this agreement enables us to significantly strengthen our offer to the Polish market," says Piotr Chojnacki, CEO at Saferoad Polska Sp. z.o.o.

Saferoad Polska is a subsidiary of the SafeRoad Group owned by Nordic Capital. With 1 600 employees in ten countries and a turnover 2009 of 330 MEUR, SafeRoad is a leading supplier of products and solutions for traffic safety in Europe.

Sensys Traffic develops and markets systems for traffic safety and traffic informatics. The primary products are systems for speed and red light enforcement. The Sensys share is listed on NASDAQ OMX Stockholm.

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