

# Press release

8<sup>th</sup> March 2012

**FOR IMMEDIATE RELEASE**

## **CLEARVIEW TRAFFIC SECURES CONTRACT WITH TRANSPORT FOR LONDON**

Clearview Traffic Group, the driving force in originality in the traffic and road safety industry, is pleased to announce they have secured a contract for the installation and maintenance of automatic traffic monitoring equipment on behalf of Transport for London. Transport for London, created in 2000 as part of the Greater London Authority, are the integrated body responsible for the capital's transport system.

Nick Lanigan, Managing Director of Clearview Traffic Group Ltd, states "Over the last few years, the market has become increasingly competitive and focused on delivering the most economically advantageous solutions, so to win this contract is particularly rewarding and motivating for our dedicated and experienced team of professional field service engineers and demonstrates our continued commitment towards delivering greater value for money. We work in close partnership with our customers to help them achieve their desired goals and see this as an opportunity to strengthen our existing relationships further with Transport for London, helping them shape and deliver the desired outcomes of the Network Operating Strategy as it evolves. We will be part of making London transportation system more efficient, reliable and accessible to all that use it."

As part of the contract, Clearview Traffic will install a number of additional Automatic Traffic Counter (ATC) sites, as well as continue to maintain and repair nearly 200 existing Automatic Traffic Counter (ATC) sites in and around the city of London to ensure there is a continued supply of acceptable traffic count data. The ATC sites include equipment, ancillary devices and services to collect, transmit and receive data relating to the volume, speed and length of vehicles on the capital's road network.

Transport for London also has a major focus on increasing the number of cyclists in London. Cycling offers a number of key benefits to both the individual and to the city as a whole, being both a healthier and more environmentally friendly option, reducing the levels of carbon dioxide generated by traffic in and around the city,

whilst also helping to reduce traffic congestion in this highly populated capital city. An exciting new part of the contract for Clearview Traffic consists of the maintenance and repair of current Automatic Cycle Counters (ACCs) sites and the implementation of additional sites where required to enable Transport for London to continue monitoring the volume of cycle journeys taking place as a major indicator of achieving the desired goals of increasing the viability of cycling as an alternative form of transport.

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***For further information please contact:***

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**About Clearview Traffic:**

Clearview Traffic Group Ltd was formed in 2006 and is dedicated to working with local authorities and other agencies in the development and implementation of cost and energy efficient traffic monitoring and road safety solutions, saving lives and keeping traffic moving.

**Clearview Traffic Brands:**

Astucia                      The award winning market innovator for intelligent road studs

Golden River              A comprehensive range of intuitive, cost effective and sustainable traffic data management solutions, a leader in the field of automated traffic counting and classifying