

## Press release

Contact:  
Graham R Muspratt  
Clearview Traffic Group Ltd  
01869 362839  
01869 362858  
[graham.muspratt@clearviewtraffic.com](mailto:graham.muspratt@clearviewtraffic.com)  
<http://www.clearviewtraffic.com>

**FOR IMMEDIATE RELEASE**

### **CLEARVIEW TRAFFIC AND EUROSIGNS SIGN STRATEGIC ALLIANCE AGREEMENT TO MAKE ROADS SAFER**

**Bicester, Oxfordshire, 5/12/11** – Clearview Traffic Group Ltd today announce that it has signed a strategic alliance agreement with Eurosigns (GB) Limited that will see the companies working closer together, with the ability to offer intelligent solutions that uses the very latest in traffic detection technology to feed and communicate issues to the road user via Variable Message Signs (VMS) and other traffic signs, to smooth out congestion and make roads safer.

In the short- to medium-term, this agreement enables the two companies to jointly promote each other's products and services as part of a more comprehensive solution focused on improved road safety. Longer-term, it is anticipated that the companies may be able to jointly develop and deliver incremental products and services that actively improve the level of information and quality of information available to the road user to enable them to adapt their driving style to meet the conditions of the road ahead.

Nick Lanigan, Managing Director of Clearview Traffic Group Ltd, states "The alliance will give us a number of opportunities to pool resources for joint marketing and promotion of our products and services to push the critical message about the need for greater road safety and to look at new and innovative ways to arm the road user with greater information about potential hazards on the roads. Eurosigns are a major force in transportation infrastructure and our alliance comes at a key time as the market moves towards an exciting future of connected vehicles and vehicle to infrastructure communications."

“To compete in this market in the long-term, it is important that organisations work together and form alliances which allow them to make a connected future a reality,” says Roger Habgood of Eurosigns. “Clearview Traffic Group makes an ideal partner for this as they are a leading player in the provision of real time traffic monitoring data and have a strong and exciting vision for the future and one that we respect and share.”

# # #

*For further information please contact:*

*Graham R Muspratt, Clearview Traffic Group Limited, 01869 362839 or  
[graham.muspratt@clearviewtraffic.com](mailto:graham.muspratt@clearviewtraffic.com)*

*Roger Habgood , Eurosigns, 01934 424100  
[Roger.habgood@eurosignsgb.co.uk](mailto:Roger.habgood@eurosignsgb.co.uk)*

**About Clearview Traffic :**

Clearview Traffic Group Ltd was formed in 2006 to integrate three companies 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. *Astucia* is the market innovator for intelligent road studs; *Golden River Traffic*, a leader in the field of automated traffic counting and classifying; and *Count On Us*, the largest UK provider of transportation data collection and analysis services.

**About Eurosigns:**

Eurosigns is one of the leading manufacturers of Signage in the UK, through the largest factory in the UK at Weston-Super-Mare. Whether it is Traffic, Commercial or VMS Signage or innovative LED solutions Eurosigns can manufacture all. Our RVG brand, also operating from the Eurosigns factory, designs, supplies and fits vehicle graphics for the Emergency Services, Chapter 8 and Commercial livery markets.