

## **MapIT supplies UK and European mapping data to MiX Telematics June 2009**

MapIT has further strengthened its partnership with MiX Telematics by not only supplying South African map data but also UK and European map data which will enable the fleet management company to expand its services into other countries in the near future.

MiX Telematics is a global provider of tracking and fleet management products and services to consumers and companies of all sizes in over 75 countries on six continents.

MapIT's partnership with Tele Atlas, a leading global provider of digital maps, ensures that clients in South Africa have access to the world's most accurate and up-to-date global map data. MapIT is able to supply map data for over 200 countries because of this partnership which in turn helps its clients grow into international markets.

According to MiX Telematics International Marketing Director, Catherine Lewis, the company is constantly keeping its finger on the pulse by reviewing its mapping data suppliers to ensure that customers have access to the best and most comprehensive map data of international standards.

She says the partnership between the two companies has grown from strength to strength because MapIT supplies top-quality mapping data that helps MiX Telematics to provide only the very best for its new and existing clients. MapIT Managing Director, Ray Wilkinson, says "MapIT has the capacity, the product and the will to partner MiX Telematics in the company's endeavour to expand its services on the international front."

"We are confident that the extended agreement between MapIT and MiX Telematics will not only address their immediate needs, but will enable them to offer their clients – wherever they are in the world – an ever widening range of leading edge solutions."

### **About MapIT**

**MapIT is at the forefront of digital mapping in Sub-Saharan Africa powering the next generation of location enabled technologies. MapIT's data is used in products and applications such as asset tracking, fleet management, business and market intelligence and web services. Its partnership in Africa with Tele Atlas, a leading global provider of digital maps and dynamic content for navigation and location based solutions, has enabled MapIT's data to be incorporated into Tele Atlas' international map offering, thus providing clients with map data of international standards.**