



Media Release

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Taking Radio Traffic Reporting to the Streets: *Sydney's new roadside traffic reports*

The **Australian Traffic Network** is set to launch the latest edition to its air, camera and hotline sourced traffic information gathering systems – **a motorcycle based radio traffic reporter on the streets of Sydney.**

On Monday 12 October, after months of safety training, and with hands free, phone communications and satellite navigation fitted to the bike, the ATN Traffic Reporter will get on his bike and start broadcasting **live to air** alongside thousands of Sydney motorists on the first day back to school daily grind.

Managing Director, Bill Pezzimenti said the motorcycle reports will offer *'a wider spread as we'll be able to do more 'rat-runs' through the secondary roads allowing us access deep into the congestion.'* Adding that the new road level perspective will allow ATN to, *'learn new things about behavior in traffic, which will increase the quality of the content significantly.'*

In addition to BMW Police motorbike hitting the streets ATN has launched mycommute@trafficnet.com.au an open forum for frustrated commuters to highlight local or lesser known 'traffic hot spots' as well as significant happenings that affect their peak hour commutes. Information provided will be a significant influence on the daily route taken by the motorbike reporter and heard across 15 Sydney radio stations.

ATN is Australia's largest provider of traffic information to television and radio stations servicing 80 media affiliates throughout the country. Sydney is the first city in Australia to launch an on the streets motorbike reporter.

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Available for interview: Mr Bill Pezzimenti, ATN Managing Director.
Photo opportunities with motorbike available on request