
MIX TELEMATICS PRESS RELEASE

MiX Telematics and Equitel form strategic partnership for South America

22 April 2010 – MiX Telematics, the leading global provider of information and related services for the efficient and effective management of mobile assets including private and commercially utilised vehicles, and Equitel, a successful and financially strong Colombian company, have formed a strategic partnership to further extend the market presence of their combined fleet management solutions and services into South America.

Both companies have enjoyed a long standing, mutually beneficial commercial relationship that has now resulted in Equitel being appointed exclusive regional partner of MiX Telematics for Latin America that includes all countries south of the USA excluding Brazil.

As MiX Telematics' regional partner, Equitel will be responsible for driving the sales and support of MiX Telematics' fleet products and solutions, including but not limited to the FM Communicator and FM-Web, throughout the region.

Equitel, who has successfully established the LAP fleet productivity programme in Latin America will now offer it in combination with FM-Web, MiX Telematics' web service for fleets. Both companies are committed to further develop and integrate the LAP solution with FM-Web to provide customers with value added services throughout the region and beyond in time to come.

Charles Tasker, Managing Director of MiX Telematics (International) commented "We share the same passion for telematics solutions that provide real value and ongoing returns to our customers. We have always enjoyed a successful and positive relationship with Equitel and we are excited about the opportunities this new partnership will bring to both companies."

MiX Telematics' American operation, based in Florida, will provide business development and technical support to Equitel.

About MiX Telematics

Founded in 1995, MiX Telematics is a global provider of vehicle tracking and fleet management products and services to consumers and companies of all sizes in over 75 countries on six continents. The company's commercial product range – formerly marketed under the VDO brand and sold by Siemens VDO for 10 years - helps fleet owners ensure driver and passenger safety, reduce fleet running and fuel costs, comply with selected industry regulations, and track and protect vehicles and drivers. Commercial customers include Parmalat, Schlumberger, Chevron, Greyhound, Spar, and Scania. MiX Telematics has offices in South Africa, the United Kingdom, North America, Australia, Dubai and work via an extensive global distribution network.

For more information, please visit www.mixtelematics.com

About Equitel

A company with 50 years of experience in the Colombian market, focused on providing its customers with energy, logistics and power solutions with a clear contribution to their productivity through the optimization of their operations generating value for their business. Equitel, besides representing major brands such as Cummins, Comap, Gulf, Fleetguard, Alga-ex, among others, has developed his own brands such as "La Flota" (The Fleet), a small fleet owners community that through productivity programs in Filtration-Lubrication, tires, operation, etc provides to its more than 2.000 affiliates with benefits that actually only the major fleets can have; "PowerGen", brand of generation products such as power units, sound enclosure cabins, automatic transfers assembled in Colombia for more than 10 years; and LAP, a program designed to manage the information generated by the fleets of customers through On Board Computers, analyze it and make potential savings in operation costs with it.

For more information, please visit www.equitel.com.co

Contact Information:

Catherine Lewis

Marketing Director

Tel: +27 (0)21 880-5500

e-Mail: catherine.lewis@mixtelematics.com