

Media information from



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CONTACT: Richard Harris, 0207 394 7457

At a time when the cost of driving has risen drastically for both commercial and domestic use, AutoAlert is proud to be able to respond immediately to the VAT reduction announced on today and pass on the full savings to its customers.

VAT Rate Cut Passed on Immediately to AutoAlert Customers

Many fleet tracking customers are unaffected by today's VAT rate cut as they claim their input tax back. However, a large proportion of AutoAlert's customers are individual or small fleets who are not VAT rated and will therefore benefit in full from the VAT rate cut.

The cut means that a customer purchasing an AutoAlert real time system will save £12.50 per vehicle on its first year's subscriptions; equivalent to almost 1 month subscription free of charge.

"Although many of our customers are not yet losing money, the worry caused by the current economic climate is an issue. We have always helped companies and individuals save costs and improve revenues through better management of their vehicles, we can now also help by immediately passing on the full benefit of today's VAT rate cut" says Richard Harris, Managing Director of AutoAlert.

AutoAlert is a simple to use system which helps individuals and business with 1 to 1,000s of vehicles monitor, protect and better utilise their vehicles. By installing a simple device in each vehicle, you can keep track of where the vehicles are, the times they start and stop and the journeys taken. It's not simply a tracking device; it has a whole host of data which helps keep you better informed about what is happening with your vehicles.

The system only requires installation of a small tracking device in each vehicle - there is no expensive central monitoring station, no time consuming installation and no training necessary.

Data can be monitored through any web browser or from a compatible mobile phone including the new iPhone. With AutoAlert you are also alerted immediately if any vehicle is moved without the keys in the ignition, if the vehicle is tampered with or there's any attempt to drive the vehicle without authorisation. It can even let you know when a vehicle's battery is running low.

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For further information, please contact:

Richard Harris
Managing Director
AutoAlert
229 Rotherhithe Street
London
SE16 5XW

Telephone 0207 394 7457
Email richard@autoalert.me.uk