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Coyote Systems Receives Top Award for Mini Coyote Speed Camera Alert System from Frost and Sullivan

[/PRZOOM - Newswire/](#) - **The company behind the Coyote Systems Mini Coyote - which provides mobile speed camera alerts in less than three seconds - has received a prestigious European business award just a week after the product was launched in the UK.**

London, United Kingdom, 11/21/2008 – Coyote Systems France received the 2008 Frost and Sullivan Entrepreneurial Company Award for the European Telematics Market at a glittering awards ceremony in London last night (20 November).

“It’s fantastic news for the French team who developed this exciting product and provides clear recognition of the impact the unit has already made in France” says Nigel Carter, Managing Director of Coyote Systems (UK), which is distributing the product in the UK.

“Frost and Sullivan said that the award was in recognition of the fact that the Mini Coyote – and its predecessor the Coyote – are unique and revolutionary products with significant market potential. The reaction we have received from UK distributors and consumers since the launch on 11 November suggests that it will be as popular in the UK as it has been in France.”

Jean-Marc Van Laethem of Coyote Systems France adds. “Last week we were in London launching the Coyote Systems Mini Coyote and this week we were back receiving this top award” he says. “It has certainly been an exciting month for the company and we are delighted with the initial response to the unit in the UK.”

The Frost and Sullivan judges also praised the simplicity of the Mini Coyote.

The unit is constantly being updated all the time it is switched on, which means that drivers have the most up-to-date information about fixed, traffic light and mobile speed cameras at their fingertips.

Drivers can also record the locations of mobile speed camera at the touch of a button, with other users receiving that information in less than three seconds.

“Many speed camera partnerships in the UK already publish the locations of mobile speed camera locations, so this facility is helping to publicise those safety alerts, which are often in accident blackspots” says Nigel Carter.

“We recognise that a lot of people will buy the Mini Coyote to protect their licence and avoid speeding points, but we are also keen to stress that it promotes safer driving and more consistent fuel economy.

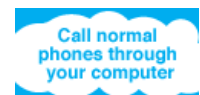
“The award was received on the day that Road Safety Minister Jim Fitzpatrick announced a consultation on tougher penalties for people driving at 20mph or more over the speed limit, pointing out that speed is a factor in 29 per cent of fatal accidents.

“We are keen to stress that we don’t see people who drive dangerously at the sorts of excessive speeds mentioned by the Minister as a target audience for our product, preferring to concentrate on people who want to drive safely and legally. However, we do welcome any moves to make driving safer.”

The Mini Coyote (coyotesystems.co.uk) is being endorsed in the UK by professional racing driver Ben Collins, who is also a stunt consultant and driver on popular films and TV shows like the latest

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Ben Collins, who is also a stunt consultant and driver on popular films and TV shows like the latest Bond movie, Quantum of Solace, and Top Gear.

Ben already has a big reason for treating his Mini Coyote as an essential driving companion!

"Last year I realised how important my driving licence was to me" he says.

"As a racing driver and a stunt driver I drive lots of different cars, but driving is also important to me in my everyday life. We all rely on having a driving licence.

"Last year I faced a dilemma after going through the same speed trap, a mobile camera, twice in a week. I had to hire a lawyer and go to court to explain my family circumstances - I had a child and a pregnant wife to move around and I had to pay a fine to keep my licence.

"So this is a fantastic thing to have. It has a very simple screen and only gives you the information you need. It is also very portable. I'm rarely in the same car twice and the way this product works makes it very easy to move from one car to the next.

"The fact that I opened the box, took this product out, stuck it on the windscreen and it worked is testament to the product and shows what a great little gadget it is.

"I've been a racing driver for 14 years, competed in the Le Mans 24 hours and worked as a stunt driver in the recent James Bond film, but in my day-to-day life I'm on the roads the same as everyone else.

"This product really is a life-saver and a Godsend. The live updates are truly exceptional. This is ground-breaking technology and I am not surprised that the company that developed the Mini Coyote has won a prestigious business award, as it is such a great product."

For more information on the Mini Coyote – including where to buy the unit – please visit the website or call 0845 6591420.

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