

**Press Release**  
**April 26<sup>th</sup> 2012**

## **Causeway's Telematics Tracks Dallaglio Flintoff Cyclists**

***The progress of cyclists currently taking part in the Dallaglio Flintoff Cycle Slam is now being tracked using Causeway's Telematics GPS tracking system, with links to live online displays on the Cycle Slam website ( [www.dallaglioflintoff2012.com/tracking](http://www.dallaglioflintoff2012.com/tracking) ).***

The Dallaglio Flintoff Cycle Slam is an epic 2,872 km cycle ride from Olympia in Greece to the Olympic Park in London, which aims to raise £2,012,000 in support of the Dallaglio, Flintoff and Virgin Unite Foundations. Causeway is a stage sponsor of the event and is providing wide-ranging support, including eight riders and the live tracking system.



At any one time up to 91 riders and 17 support vehicles are fitted with trackers feeding location data back to the Telematics system every 20 seconds, enabling the maps to be updated in almost real-time. This information is displayed online, along with statistics about each rider, such as average speed, distance travelled and ranking. 'Points of interest' are also included on the displays.

As well as updating sponsors, the live tracking aids the logistics of the event and helps organisers to ensure support vehicles and riders are in the right places at the right times. During the 2010 Cycle Slam the Telematics system also proved invaluable in finding lost riders and getting them back on track.

The progress of the riders can be viewed live at [www.dallaglioflintoff2012.com/tracking](http://www.dallaglioflintoff2012.com/tracking) until May 18th.

**Ends**

### **Editors' notes**

The Dallaglio Flintoff Cycle Slam is taking place in five stages between 23<sup>rd</sup> April and 18<sup>th</sup> May. Riders will average 131km per day. This is the second Dallaglio Cycle Slam, but the first European Tour and the first year Freddie Flintoff has joined the team.

The Dallaglio Flintoff Cycle Slam 2012, supported by Virgin Media, will raise funds for the Dallaglio Foundation, the AF Foundation and Virgin Unite. Lawrence Dallaglio, Freddie Flintoff and 13 other



core riders – including Causeway Chairman Peter Nagle – will ride the full distance with 250 other riders joining them at the various five stages of this momentous ride.

Freddie, Lawrence and the core riders will all be supplied with Boardman Performance Series Road Pro Carbon bikes by Official Cycling Partner Halfords, who will also be providing mechanical assistance and spares on every stage of the event.

### **About Causeway**

Causeway is the only global software provider to support the complete life cycle of the built environment, from feasibility, through construction, to facilities management. Specifically designed to reduce the cost of construction and maintenance, their products form an interoperable end to end solution for improving the profitability and improve environmental performance of the clients.

Causeway Technologies  
Tel: 01628 552000  
Email: [marketing@causeway.com](mailto:marketing@causeway.com)  
Web: [www.causeway.com](http://www.causeway.com)