

Press release

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Sensebit acquires Sweco traffic measurement (formerly Vectura Trafik)

Sensebit acquires the traffic measurement division (formerly Vectura Trafik) with 22 employees from Sweco to the subsidiary Trafikia AB. As a result of the acquisition, Trafikia becomes the largest company in Sweden within the area, and can offer customers complete solutions for collection and analysis of traffic information.

The need for accurate and up-to-date information about the traffic situation on our roads constantly grows while the demand for cost efficiency increases. To meet this challenge, a combination of modern technology and skilled personnel within both collection and analysis of traffic data is needed. As a result of the acquisition from Sweco, Sensebit together with its subsidiary Trafikia can offer both national and local authorities in the Nordic region complete solutions for traffic information.

- Our customers are in need of more traffic data and increased support in analyzing the information. Through the acquisition, we can offer authorities in the Nordic region a combination of the most skilled personnel within the area and the next generation systems for traffic data collection says Fredrik Zettergren, CEO of Sensebit AB.
- I am very pleased that we have been able to complete this transaction with Sensebit. It is a win-win situation – Sweco refines its consultancy business while Trafikia becomes a complete supplier, which in turn benefits the customers says Mats Hermansson, CEO of Swecos transport-, traffic- and infrastructure planning divisions.

Trafikia becomes the largest company within the traffic information field in Sweden with a total of 440 years of collective experience. With local offices at seven locations throughout Sweden, Trafikia can offer municipalities a local service while national authorities can benefit from a nationwide coverage.

- We think this is a very good solution where we can develop our traffic measurement operations and become a complete supplier within the traffic information field. We will offer our customers solutions tailored to their needs combined with experienced personnel within analysis and counseling, says Mats Hagström, CEO of Trafikia.

About Trafikia

Trafikia AB is Sweden's largest company within the traffic information field. By combining tailored measurement solutions with experienced personnel, local and national authorities are offered support throughout the whole process of understanding their traffic. The company has local offices at seven locations in Sweden, from Luleå in the north to Hässleholm in the south.

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About Sensebit

Sensebit AB develops and markets products within the wireless sensor networks field with a focus on traffic information. Through development of the next generation traffic data collection systems, the company assists national and local traffic authorities in achieving a detailed view of the traffic situation without high cost or disturbances in traffic. Sensebits system for traffic data collection has quickly gained widespread attention and is today installed in seven countries.

Webb: <http://www.sensebit.se>

About Sweco

Sweco is the leading Nordic consultancy company within sustainable civil engineering. Our 9 000 engineers and environment experts develop sustainable and value-creating solutions for customers and society. Sweco is one of Europe's ten largest consultancy companies and annually carries out projects in 80 countries all over the world. The company has net sales of about 9 billion SEK and is listed the OMX Nordic Exchange Stockholm.

Webb: <http://www.sweco.se>

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