



INTERNATIONAL ROAD DYNAMICS INC.
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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

ROADRAMP RURAL – RUGGED TRAFFIC SENSORS FOR RURAL GRAVEL ROADS

March 13, 2003 - Now you can economically and conveniently collect traffic volume and vehicle classification data on rural gravel roads. IRD (International Road Dynamics Inc.) introduces RoadRamp Rural Sensors specifically designed to be used on gravel and other rural roads, and which work with any traffic counter or classifier equipped with air tube sensors. The RoadRAMP RURAL sensors will ensure that the job is completed accurately and without lost data.

The new RoadRAMP RURAL Axle Sensors reduce the problem of damaged road tube when used on unpaved rural roads such as gravel roads, forest and logging trails, construction sites or mining haul routes.

Standard road tube can be damaged by heavy vehicles or abrasion from rocks when used on gravel roads or other secondary rural roads. This can cause delays or missing information which results in lost time and money.

The rugged RURAL Axle sensors are a cost-effective alternative to standard rubber road tube sensors for all temporary vehicle counting and classification projects on unpaved roads. The RoadRAMP RURAL sensors consist of a tough, low-profile rubber ramp which protects an integrated road tube. They are covered along their entire length by a wear-resistant tape for even more protection against impact and abrasion from gravel and sharp stones.

IRD offers a complete line of vehicle traffic counters and classifiers, as well as other traffic sensors for portable and permanent applications. Please visit IRD's web-site for further information about RoadRAMP Rural or any of our other products or systems at www.irdinc.com or call Neil Sadler at e-mail: neil.sadler@irdinc.com or at tel: 306-653-6600.

IRD is a highway traffic management technology company specializing in supplying products and systems to the global Intelligent Transportation Systems (ITS) industry. IRD is a North American company based in Saskatoon, Saskatchewan with sales and service offices throughout the United States and overseas. Private corporations, transportation agencies and highway authorities around the world use IRD's products and advanced systems to manage and protect their highway infrastructures.

IRD is listed on the TSX – trading symbol – IRD

www.irdinc.com