



NEWS RELEASE

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Florida's largest prepaid electronic toll program turns 10 this week,
a decade older and four million customers stronger

FORT LAUDERDALE — The State of Florida Department of Transportation's prepaid toll program, SunPass, began humbly enough in 1999 with a modest ceremony at the Cypress Creek toll plaza near Fort Lauderdale. Now, a decade later, the program has blossomed from four SunPass lanes in Broward County and 5,000 transponders into a vast network of SunPass-only lanes, express lanes and SunPass-only ramps servicing more than 4 million customers.

Florida's Turnpike Enterprise (FTE) manages the SunPass program along with 460 miles of toll highways that serve almost two million customers and over 2 million transactions per day throughout Florida. SunPass is operable statewide, allowing customers to travel through SunPass toll locations non-stop, saving time and money, and providing convenience over cash tolling.

With 4.3 million customers statewide, SunPass remains one of the largest and most successful prepaid electronic toll programs in the country. Even with such lofty membership, SunPass sales remain brisk with more than 60,000 units being sold every month via retail partners as well as over the phone and through the Web.

SunPass still makes available the traditional 'hard case' or portable transponder that retails for \$24.99, even though the program recently unveiled a lower cost 'sticker transponder' dubbed the 'SunPass Mini' that retails for \$4.99 that can be recouped during the registration process in the form of a toll credit, making it essentially free.

(more)

Owners of either type of transponder enjoy the benefits of the SunPass program.

“The birth of SunPass began with a small ribbon-cutting ceremony at the Cypress Creek Toll Plaza ten year ago. Only a few people standing at the ceremony that morning had ever heard of electronic tolling or realized its future benefits,” said Jim Ely, Executive Director and Chief Executive Officer of Florida’s Turnpike Enterprise. “Today, ten years later, Florida has more electronic toll customers than any other state. Our SunPass customers receive a 25 percent discount on most tolls and don’t need to wait in line to pay a toll, and SunPass is an internationally recognized brand. One day, all tolling will be electronic,” he added.

Both the SunPass portable and SunPass Mini are available for purchase at Publix, CVS/pharmacy, at the Sedano’s Supermarkets and Navarro Pharmacies in Miami-Dade County, and at the Turnpike service plazas. They also can be purchased and activated by calling 1-888-865-5352.

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EDITORS: If you are interested in a *photo opportunity* regarding the story above, several members of the original SunPass implementation team will be recognized during a brief ceremony at SunPass Headquarters at noon Friday, April 24. The SunPass building is located at the northwest corner of the intersection of Glades Road and the Turnpike. Please call Chad Huff at 954-934-1289 or Sonyha Rodriguez-Miller at 954-934-1276 if you are interested in sending a crew or want to obtain a photograph of the event.