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## FOR IMMEDIATE RELEASE

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### **AUTOPAX – A TICKET TO RIDE**

**Cape Town, South Africa.** Today saw the introduction of the new Translux bus branding as it now appears on the company's recently-acquired buses that will be used to transport VIP guests and soccer fans to and from matches during the 2010 FIFA World Cup™. Following the event, the 570 newly-acquired buses will replace PRASA subsidiary Autopax's entire existing fleet.

The red ribbons were snipped off the new buses by Deputy Minister of Transport Jeremy Cronin at a media event held at Cape Town Station, which is currently being refurbished. The buses and the station upgrades, along with the refurbishment of some 2000 train coaches, are part of PRASA's mandate to deliver a world-class transport system to soccer fans in June, next year.

The buses were unveiled by Transport Minister Sibusiso Ndebele during Transport Month in October. Comprising a total investment of R1.4 billion, they were built by German manufacturers Mercedes-Benz and MAN, which comply with European standards and compare favourably with the best in the world.

Autopax comprises Translux and City-to-City bus services, with Translux being the luxury, long-distance scheduled inter-city operator, servicing more than 100 destinations throughout Southern Africa, while City-to-City is a semi-luxury, no frills long-distance operator, providing inter-city services to various destinations across South Africa.

Autopax's route network covers most parts of South Africa and crosses borders to neighbouring countries, currently Mozambique.

The company previously managed a fleet of more than 200 buses, all of which will, over a period of six months, be phased out to make room for the new buses, which will more than double the number of the original fleet. This will enable Autopax to improve its service to customers and extend its route network into new areas where demand has been recognised.



In contrast to the fleet's old manual drive buses, the new vehicles are all fully automatic, equipped with air-conditioning, on-board entertainment and safety-enhancing speed governors. These new features will require retraining of the drivers, a process that is well underway, with additional training in advanced and defensive driving skills.

In order to improve the passenger experience drivers will also learn how to deal with passengers in order to offer a friendly, informed service regarding routes, arrival times and ticketing processes.

Autopax CEO Saki Zamxaka says he is determined to see passengers arriving safely and comfortably at their destinations, with a transition from points A to B that is as seamless and hassle-free as possible.

To this end, Autopax is teaming up with other PRASA divisions, Metrorail - the passenger rail service - and Shosholoza Meyl, the long-distance rail network, to offer a single ticket system that includes bus travel to the station, the train journey, and a second bus trip to the final destination, if need be.

This plan forms part of PRASA's goal to provide an integrated commuter service to South Africans and to do away with the underperformance of the public transport sector.

For purposes of providing transport during the 2010 FIFA World Cup, 50 buses will be allocated to transfer FIFA Local Organising Committee members and international FIFA delegates around the country. Depending on demand for transporting general spectators between provinces, up to another 360 buses will be made available, 250 of which will be leased from private companies.

The rest of the new buses will be incorporated for use in the "MATCH (a FIFA entity)" packages which offer guests a single ticket including accommodation, transport, a ticket to the match as well as food, entertainment and beverages at designated hospitality tents during the game.

"We are liaising closely with FIFA to determine the transport needs of between 300 000 and 700 000 foreign visitors expected during the 2010 FIFA World Cup. While rail and air travel will also be available, buses go where trains and planes can not. This is why PRASA's plan for public transport rests so heavily on the efficient workings of our inter-city bus services," said Zamxaka.



“In an effort to make sure our bus services are in tip-top shape in time for 2010, Autopax has also embarked on an organisation-wide plan to overhaul not only our buses and operations, but also people.

A drive is underway to train our frontline staff to ensure the brand and the nation is properly represented to the world as friendly and efficient. We hope all of our passengers will find our service to be a safe, reliable and pleasant part of their journey throughout our beautiful country.”

Ends.

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