



# STATE ROAD & TOLLWAY AUTHORITY

STATE OF GEORGIA

Nathan Deal, Governor  
Chairman

Gena L. Evans, Ph.D.  
Executive Director

**FOR IMMEDIATE RELEASE**  
July 12, 2011

Contact: Office of Marketing & Communications  
[mwilkins@georgiatolls.com](mailto:mwilkins@georgiatolls.com); 404-893-6103

## **Peach Pass Registration Now Open; Cruise Card accounts converted to Peach Pass**

*Motorists must have a Peach Pass account to access to the new I-85 Express Lanes*

**ATLANTA (July 12, 2011)** – The State Road and Tollway Authority (SRTA) officially opened Peach Pass account registration for motorists who want the option to use the new I-85 Express Lanes when they open later this summer. The Peach Pass, a small, thin toll collection device, will provide access to the new I-85 Express Lanes and the all-electronic toll lanes on GA 400. Peach Pass registration is available online at [www.peachpass.com](http://www.peachpass.com), by phone at 1-855-PCH-PASS (724-7277) and in-person at two Department of Driver Services locations in Gwinnett County: 2211 Beaver Ruin Road, Norcross and 310 Hurricane Shoals Road, NE, Lawrenceville.

“We are thrilled to offer multiple ways for motorists to sign up for a Peach Pass account, especially through our partnership with the Department of Driver Services,” said SRTA Executive Director Gena L. Evans. “It is important that citizens have a choice as to how they want to open an account whether in person, online or by phone.”

Peach Pass registration is required for all vehicles using the I-85 Express Lanes, including toll-exempt carpools with three or more occupants, transit vehicles, motorcycles, emergency vehicles and Alternative Fuel Vehicles (AFV) with the proper AFV license plates (not including hybrids).

To register for an account, motorists will need their address, phone number, vehicle tag information and an initial prepaid amount of \$20 dollars for Personal Toll Accounts. The Peach Pass transponder adheres to a vehicle’s windshield (or front bumper if using a bumper mount transponder) and is electronically linked to a registered Peach Pass account. When customers decide to use the I-85 Express Lanes, tolls will be automatically deducted from their Peach Pass account.

Motorists who enter the I-85 Express Lanes without having a valid Peach Pass account will receive a Uniform Toll Violation notice and be charged a \$25 administrative fee in addition to the toll. Existing Cruise Card account holders can immediately use the I-85 Express Lanes when they open and do not have to do anything since their accounts are now considered Peach Pass accounts as of June 20, 2011. Peach Pass customers can switch between toll and toll-free mode by phone or online at [www.peachpass.com](http://www.peachpass.com).

The I-85 Express Lanes project converts approximately 16 miles of the existing High Occupancy Vehicle (HOV) Lanes to High Occupancy Toll (HOT) Lanes on I-85 from Old Peachtree Road to Chamblee Tucker Road. Scheduled to open later this summer, the I-85 Express Lanes Project is part of a \$110 million Congestion Reduction Demonstration Program grant awarded to the Atlanta region by the United States Department of Transportation. The grant supports investments aimed at providing trip time reliability, commuter choices and regional transit enhancements that will double the Xpress service in the I-85 corridor, support Xpress facilities throughout the region and add more Xpress coaches.

For more information on how to register for an account, visit [www.peachpass.com](http://www.peachpass.com).

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