

Improvements in customer service

Abertis Autopistas and Saba start up a joint promotional campaign to encourage use of VIA-T

- Customers with VIA-T who take advantage of the promotion will get €10 off on toll roads and a 5% discount in Saba car parks.
 - The initiative began yesterday, Wednesday 21 November, and will go on until 6 January, thus covering the whole Christmas campaign.
 - Results have shown that rotating use of VIA-T in car parks is on average over 40%. On the **abertis** toll roads, this system also covers almost 40% of transactions.
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Barcelona, 22 November 2012. **abertis autopistas** and Saba have started up a joint promotional campaign to publicise and encourage use of the VIA-T electronic toll payment system. Customers with VIA-T who register for the campaign will get €10 off on toll roads and a 5% discount in Saba car parks.

The campaign began yesterday and will go on until 6 January 2013 to coincide with the Christmas campaign. Customers who wish to sign up can register through the **abertis autopistas** Customer Service Department (902 200 320) or, from 1 December, through the microsite www.regalaviat.com.

As part of this initiative, Saba subscribers will be able to take advantage of a €20 promotion on toll fees, as well as €10 and additional discounts on the company's car park network. For this purpose, subscribers will have to register on the Saba Aparcamientos website: www.saba.es.

This campaign forms part of the start of implementation of the VIA-T electronic access and payment system in the majority of the Saba car parks located in the city of Barcelona. In subsequent phases, implementation of the system will continue throughout its network. Until now this technology has only been used as a means of payment in car park exits. However, from now on it will also provide a means of access which will be installed on the entry roads.

Following the successful completion of various pilot schemes by Saba in Barcelona and Santiago de Chile, and one week after the beginning of the first phase of implementation in the Catalan capital, results have shown that rotating use of VIA-T in car parks is on average over 40% (50% in the case of subscribers).

VIA-T is today the fastest and most secure payment system. It is based on advanced technology and has been implemented throughout the toll road network, allowing users to drive without interruption. It also means that Saba car parks can now be accessed without having to collect a ticket or stop, therefore saving time and fuel. On the **abertis** toll roads, payment using VIA-T covers almost 40% of transactions.

Further information:

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