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NEW WRAP TRANSFORMS METROLINK INTO ROLLING BILLBOARD

Metro uses its trains to invite area commuters to “Grab a Seat”

St. Louis, Mo., February 26, 2008 ... The MetroLink car that made the inaugural trip on the new light rail system almost 15 years ago is now riding the rails sporting a vibrant new look. Extending the wrap concept that has long been used as an advertising vehicle on its MetroBus fleet, the Agency has transformed the rail car into a 90-foot-long mobile billboard, which will draw attention to the dramatic successes the entire Metro system has experienced in recent years.

While light rail systems across the country have been wrapping their rail cars for several years, this is the first time that Metro is using the popular marketing concept on MetroLink. The “Grab a Seat. *Metro’s on the Move.*” messages are being rolled out on a total of three rail cars, adding a new dimension to the customer education campaign that started appearing on 18 MetroBus vehicles last fall. The second wrapped train makes its debut this week, and the third will be appearing on the alignment sometime in March. The trains will provide added exposure for facts regarding Metro’s exceptional on-time performance, safety record and customer satisfaction, all of which have improved dramatically since 2002 when Metro began implementing steps to redefine the way the Agency delivers transit services across the bi-state region. Among the FY2007 successes noted on the train are:

- 98.52% on-time performance for MetroLink
- 99.9998% accident-free miles for MetroLink
- 93.53% on-time performance for MetroBus
- 99.9976% accident free miles for MetroBus

In addition, rider complaints across the system are at a record low of 6.1 per 100,000 boardings, down from 17.1 during 2002.

“We’ve made some tremendous strides over the past five years and we believe the train wraps provide an excellent way to spread the word about those accomplishments and encourage more riders to try transit,” notes Ray Friem, Senior Vice President of Transit Operations for Metro.

Metro is debuting the train wraps during a time of record ridership across the entire system, and when awareness of the transit options available through Metro is at a peak as a result of the I-64 shutdown.

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The average MetroLink train will carry approximately 894,060 passengers in FY2008, but the audience for the wraps extends far beyond that as each train covers an average of 117,254 miles annually. The wrapped cars will operate on all segments of the alignment, being seen regularly throughout the MetroLink system, including over I-70, crossing I-44 and paralleling I-170, all very high traffic areas in the St. Louis region.

The train wraps, designed by Paradowski Creative and produced by Lamar Transit, are part of Metro's ongoing I-64 marketing initiative to further increase transit ridership. They are funded through a partnership agreement with the Missouri Department of Transportation (MoDOT). To learn more about Metro's services, visit www.metrostlouis.org or call 314-231-2345 from Missouri or 618-271-2345 from Illinois.

About Metro

Metro is the operator of the Metro public transportation system for the St. Louis region, which includes the 87 vehicle, 46-mile MetroLink light rail system; 408 MetroBus vehicle fleet that operates on 75 MetroBus routes; and Metro Call-A-Ride, a paratransit fleet of 123 vans. Over 54 million passengers boarded on the Metro System in Fiscal Year 2007. Metro also oversees the operations of the St. Louis Downtown Airport and surrounding industrial business park, the Gateway Arch Revenue Collections Center, the Gateway Arch Transportation System, the Gateway Arch Riverboats, and the Gateway Arch Parking Facility.

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