

May 30, 2011

### **Brampton Transit Launches PRESTO Fare Card**

**BRAMPTON, ON:** Brampton Transit today launched the PRESTO fare card system across its fleet of more than 265 buses operating in the Brampton area.

PRESTO allows commuters to travel between multiple transit systems using a single card. Users load it up with a dollar amount and “tap on” when boarding a bus or train. The fare is automatically deducted from the card. This eliminates the need for exact change, tickets or transfers to get on a bus, GO Train or subway.

PRESTO is being rolled out by Metrolinx – the provincial agency responsible for regional transportation planning in the GTHA – and is being introduced in stages. It can already be used on Hamilton, Burlington and Oakville Transit, at GO stations along the Lakeshore East, Lakeshore West, Milton, Georgetown, Barrie, Stouffville, and Richmond Hill lines (except Pickering and Brampton stations), and at 12 TTC subway stations.

#### **PRESTO Quick Facts**

- PRESTO offers riders benefits like:
  - Convenience
  - Faster movement between vehicles/systems
  - No lining-up for tickets, tokens or passes
  - No fumbling for correct change
  - Protection for lost or stolen registered cards
  - Automatic calculation of the lowest fare, co-fare and loyalty incentives
- Brampton’s neighbouring transit providers, YRT/VIVA and MiWay, have or will be launching PRESTO in the very near future; if travelling outside of Brampton, riders are encouraged to continue using existing fare media until neighbouring systems have fully launched PRESTO.
- More than 42,000 commuters are using their PRESTO fare cards across the GTHA.

To learn more about PRESTO, please visit [www.prestocard.ca](http://www.prestocard.ca). For more information on how to use PRESTO on Brampton Transit, please visit [www.bramptontransit.com](http://www.bramptontransit.com).

**About Brampton:** The 11<sup>th</sup> largest city in Canada, Brampton has a successful, well-diversified economy and is home to more than 8,000 businesses. The City continues to retain a Triple ‘A’ credit rating by Standard & Poor’s, reflecting its successful economy and debt-free position. Brampton celebrates its diverse population that represents people from more than 175 distinct ethnic backgrounds who speak more than 70 different languages. Offering more than 6,000 acres of parkland, Brampton takes pride in being known as the Flower City of Canada. Brampton has been designated as an International Safe Community by the World Health Organization. For more information visit [www.brampton.ca](http://www.brampton.ca)

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