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AS GAS PRICES CLIMB, CAR OWNERS TURN TO TANK

(FT. WRIGHT, KY; April 24, 2006) – The start of summer. The start of vacation driving season. Pull out your wallet, folks. Gas prices are continuing to climb.

In the wake of rising gas prices, many local car owners are turning to TANK to meet their daily commuting needs. These new users of the bus own a car and use it for what is termed “leisure travel” and weekend running around. But for the daily commute that leaves people that work downtown sitting in traffic, wasting time and fuel, people are turning to TANK.

“Over the last months, TANK ridership has seen 5-7% increases across the board over ridership from last year. And much of that increase can be attributed to rising gas prices,” stated General Manager Dave Malone.

TANK offers routes to downtown Covington and Cincinnati from nearly every suburban community. In addition, TANK operates “express” bus service from 17 park and ride lots. Service from the park and ride lots uses the expressway to reach downtown Cincinnati, making the ride to work quick and convenient. Not to mention eliminating the weekly fill-up. At a park and ride facility, you will find cars that (when used for commuting) visited the neighborhood gas station for a fill-up an average of every 5 days. Now, those same cars are going 12-15 days between fill-ups.

Bus fare is \$1.25 each ride or riders can buy a pass good for unlimited rides for a calendar month for \$45.

Added Incentives

To encourage more people to try the bus for their ride to work, TANK developed the “Guaranteed Ride Home Program.” This program offers registered members (registration is free) a guaranteed ride home up to four times each year in the event that

an emergency arises and no bus is available. This program acts as a safety net to people that have young children at home or school; have elderly parents in their care; or who may occasionally have to work overtime and miss their bus.

In addition, TANK offers the ability to conveniently pre-pay a month of bus fare at www.tankbus.org. All schedules are available on-line. If additional assistance is needed to plan your trip from home or park and ride to your workplace, TANK has information specialists on staff to assist with this service. Just e-mail to info@tankbus.org OR call 859/331-TANK.

About TANK

The Transit Authority of Northern Kentucky is an integral part of the Northern Kentucky community, serving Boone, Campbell, and Kenton Counties as well as downtown Cincinnati for more than 30 years. Close to 4 million passengers each year rely on the more than 100 TANK buses throughout the region to get them where they need to be. TANK is on the web at www.tankbus.org.

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