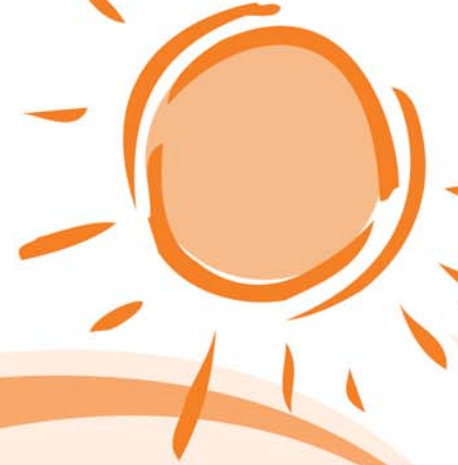


# The Sun

South Bay Expressway

FALL 2008



## THIS ISSUE

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### FASTRAK® WORKS ON THE I-15 TOO!

If you are a SBX FasTrak customer and travel on the I-15 - we have great news for you. Your FasTrak transponder works on the I-15 high-occupancy vehicle (HOV) lanes too!

Operated by SANDAG, the I-15 FasTrak Program allows solo drivers to pay a per-trip fee to use these lanes that run along eight miles of the I-15 between Kearny Mesa and Rancho Peñasquitos in San Diego. If you are driving alone and want to use these lanes, your toll will be deducted from your FasTrak account automatically, just how it is done when you use SBX. If you choose to travel the I-15 HOV lanes while carpooling and you have a FasTrak transponder in your vehicle, placing your FasTrak transponder in a Mylar® bag will keep your account from being charged a toll. The special Mylar bags can be purchased for \$1.00 through SANDAG or at our Customer Service Center.

For more information on using the I-15 with your FasTrak account, visit <http://fastrak.511sd.com>.

## SOUTH BAY EXPRESSWAY 'TURNS 1!'

We're almost one year old! That's right, SBX 'Turns 1' on November 19, 2008. For most people, the best part about their birthday is all the presents they get, but we've decided to turn that around. In honor of our very first birthday, we want to give our customers and community all the presents AND we're celebrating all month long! We won't settle for just one birthday party - we're celebrating in quite a few ways. Restrictions apply. Check out all the details on our birthday celebration at [southbayexpressway.com/birthday](http://southbayexpressway.com/birthday).



### Drive SBX - Win Free Tolls!

We're giving away free tolls to our loyal SBX FasTrak customers - just for driving! Starting Monday, November 10 and continuing each weekday through November 26, we'll be looking for drivers who have a "Happy Birthday South Bay Expressway" sign placed in the rear window of their car.

All you have to do is go to [southbayexpressway.com/birthday](http://southbayexpressway.com/birthday) and print the Happy Birthday sign, or make your own if you want to be creative! Then display it in the lower corner of your car's rear window and drive on SBX. Twice each weekday, our roaming Birthday Patrol spotter will randomly pick an SBX FasTrak customer to win. If he picks your car, you'll get \$100 in free tolls added to your FasTrak account. We'll notify you by phone at the end of the day and apply your toll credits to your account right away. It's that simple! ☀

### Celebrating our 10 Millionth Trip - One Person will REALLY Win Big!

We'll celebrate our 10 millionth trip in November, and one special winner will be rewarded with WAY more than just an easy commute. Here's what one lucky person will win:

- One year in FREE TOLLS on South Bay Expressway.
- Use of a LAMBORGHINI Gallardo Spyder for a day, courtesy of San Diego Prestige and a photo shoot with this gorgeous exotic car.
- A \$100 gift card to Nico's Steak & Chop House at the Otay Ranch Town Center to enjoy dinner on us!
- A gift basket full of goodies and free stuff from some of our favorite places around town!



Win this Lamborghini for a day!

We like to keep things easy, so all you have to do to win this prize is to just drive on SBX! That's right - just drive on SBX between November 10-14. We'll randomly pick one lucky person who drives during those days as our winner.\* ☀

## November 19 – Drive for Charity

What better way to celebrate than to give back to our community? On our birthday, Wednesday, November 19 – we invite everyone to drive SBX for a great cause. On that day, for every trip taken on SBX we'll donate \$1.00 to Endow Chula Vista. This charitable foundation provides much needed funding for community service organizations. For more information about Endow Chula Vista, visit

[www.endowchulavista.org](http://www.endowchulavista.org). ☀️

## Enjoy Birthday Cake with Us Around Town!

During November you'll find us at some of our favorite spots around town celebrating our birthday the traditional way – with birthday cake! Drop by to see us and enjoy a piece of delicious birthday cake, compliments of COSTCO! While you're there, spin our prize wheel to win some great SBX goodies. Check out all the details on our birthday celebration at [southbayexpressway.com/birthday](http://southbayexpressway.com/birthday) to see exactly where we'll be! ☀️

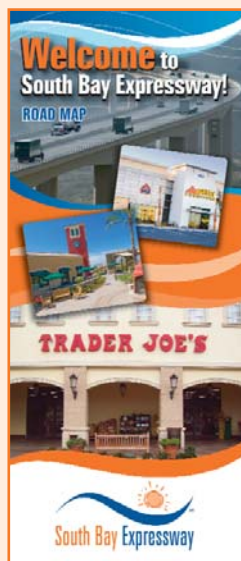
## Save 20% on Dining at Otay Ranch Town Center

During our birthday month, SBX saves you more than commuting time. Just mention SBX when you dine at Romano's Macaroni Grill, King's Fish House, Chili's Grill & Bar, California Pizza Kitchen and Nico's Steak & Chop House – you'll automatically receive 20% off your bill.\* ☀️

\*Restrictions apply. Visit [southbayexpressway.com/legal/birthday.php](http://southbayexpressway.com/legal/birthday.php) for details.

## GET YOUR SBX ROAD MAP!

Be on the lookout for the new SBX Road Map. This cool, new publication will help you find your way around our community and find some of the area's newest dining, shopping and entertainment destinations! It will be available soon at one of our Fun Partner locations around Chula Vista. You can also call Nina at (619) 710-4041 and request additional maps for your business or group. Special thanks goes out to Village Walk at Eastlake, Barona Casino, The Shops at San Miguel Ranch, Ashley Furniture, McMillin Homes and our other advertisers! ☀️



## CUSTOMERS LOVE OUR COURTESY PATROL

Keeping you safe on SBX is our top priority. Did you know that we provide a complimentary Courtesy Patrol? That's right! We're there for you if you're ever stuck and need assistance. The toll road is monitored by video cameras and a roving patrol. When our Courtesy Patrol Driver sees a customer in need, he's more than happy to help! Here are a few comments from our customers:



**Victor, our Courtesy Patrol driver, ready to help.**

*Erickson got a flat at the Birch Road exit and waited less than two minutes for our courtesy patrol to arrive "It was a huge help! He was very friendly and made the situation very easy to deal with. Thanks!"*

*Lonie needed a tow when her car broke down, and she didn't even have to wait one minute! "I've been a customer since the toll road opened, and I love it; now I love it even more! Thank you SBX!"*

*Susie ran out of gas one September afternoon and was impressed with the "unbelievable" service that she received. "Thank you so much for providing this service!"*

We hope you never need assistance on SBX, but if you do, we will be right there to help! ☀️

## UPDATE FROM TERI

As our first year draws to a close, I am pleased to announce that completion of all the finishing touches on SBX is quickly approaching! While traveling on the Expressway, you may notice some of the following changes taking place – all made with our customer safety and satisfaction in mind.



**Teri Argabright  
Director of Operations**

- The new landscaping is almost complete; things are really looking great out there! Soon we'll have no more lane closures for construction or landscaping. Don't worry – we'll still mow and trim to keep the road tidy!
- Reflectors along the Otay River Bridge have been installed in the median to add more visibility while driving at night.
- Cyclists are now allowed to travel south of the Birch Ramps to and from SR-905 in the bicycle lanes as marked.
- After the first of the year, new signs beyond SBX will be installed on SR-125, I-805, I-5 and SR-905 to give better direction to motorists on how to access the toll road.

As always, thank you for choosing to use South Bay Expressway. We love to provide you with a time-saving, stress-free drive. And we love your suggestions for improvement. Please keep them coming! ☀️