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MDX Announces Sponsorship Opportunity for Road Ranger Patrol Travelers Marketing Leading Sponsorship Efforts

Miami, FL – The Miami-Dade Expressway Authority (MDX) announced today that it is seeking a sponsor for its Road Ranger program. MDX has hired Travelers Marketing, a national sponsorship sales agency that specializes in transportation sponsorships, to create, sell and manage the sponsorship program. An exclusive sponsorship is available for the widely-recognized and praised motorist assistance and traffic incident management program.

“The MDX is pleased to announce this opportunity for the public and private sectors to work together to support a vital transportation management and customer service oriented program,” said MDX Public Information Manager, Mario A. Diaz. “The Road Rangers have been a welcomed sight on our expressways for decades and we are excited to invite sponsors whose missions align with ours to take part in the program.”

While MDX’s Road Ranger program is known mostly for the assistance it provides to motorists, the program also helps improve traffic flow and reduces traffic congestion caused by stalled vehicles, while providing safety and comfort to those stranded. The service provided is free to the traveling public and available 24-hours a day/seven days a week along 220 lane miles of the Authority’s five roadways.

Through sponsorship, MDX aims to further its efforts to reduce delay and improve safety for the motoring public without requiring additional tax dollars. As part of the sponsorship program, fourteen Road Ranger patrol vehicles will receive an updated look with enhanced, highly reflective safety markings to make the vehicle more visible to motorists, especially at night. Vehicle markings will also incorporate the sponsor’s logo, highlighting the sponsor’s support for the program to millions of motorists traveling Miami’s expressways.

The sponsor will also receive recognition on informational highway signs positioned along the 58 entry ramps of the covered patrol routes. The roadway signs will inform motorists that they are traveling on a route covered by the MDX Road Rangers and provide a contact number (*347) in the event that a motorist is stranded and requires assistance from the patrol. Sponsors will also receive recognition on patrol driver uniforms, on the MDX website and on collateral distributed to motorists at the time of assistance.



Similar sponsorships of Safety Service Patrols, like MDX's Road Rangers, have proven successful in thirteen states: Massachusetts, Florida, Pennsylvania, Georgia, New Hampshire, New York, New Jersey, Illinois, Indiana, Maryland, Ohio, Louisiana and Kansas. Travelers Marketing also currently works with sponsors for Florida Department of Transportation's Road Rangers in Districts 4 and 5 as well as along Florida's Turnpike, which are sponsored by State Farm®. MDX's announcement marks the first time that the Authority has sought private sector funding to support its Road Ranger program.

For more information about the Road Ranger program, visit www.mdxway.com.

For more information about the sponsorship opportunity, contact Travelers Marketing at (484) 269-7335 or email dreed@travelersmarketing.com.

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