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\*B-roll/event photos available

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# **A Road with Personality — South Bay Expressway Promises to Put the Fun Back Into Driving!**

## *San Diego's First Toll Road Named*

**(San Diego, Calif. – July 22, 2005)** – Today, Chula Vista Mayor Steve Padilla and California Transportation Ventures (CTV) CEO Greg Hulsizer unveiled the new name and logo for San Diego County's first toll road (formerly SR-125 South). Named for the area it will serve, South Bay Expressway was revealed as the name for what many believe is San Diego's most significant new transportation project in more than a decade. The event also signaled the official start of the countdown to the Expressway's debut in Fall 2006.

A picnic at Summit Park in Bonita was the location of the event, where an enthusiastic crowd of more than 150 employees, elected officials and friends gathered to be the first to learn the new road's name and see it brought to life. A dramatic drum roll accompanied the ceremonial unveiling by Hulsizer and Mayor Padilla of a giant board revealing the South Bay Expressway name and logo in its bright blue and orange colors.

Hulsizer explained that this road is different from any other because it has a distinct personality. The event theme, "California Fun," was a reflection of this identity. Convenient on- and off-ramps, first-class customer service, friendly toll booth attendants and a Courtesy Patrol are just a few ways the Expressway will stand out.

(more)



“It’s time for South Bay commuters to escape gridlock and put the fun back into driving!” said Hulsizer. “South Bay Expressway offers a fast, reliable, scenic drive every time. You can spend less time sitting in traffic and more time doing the things you love with the people you care about.”

Mayor Padilla spoke to the significance of the event as another milestone in the long-awaited project’s history. South Bay Expressway, the extension of the SR-125 South through eastern Chula Vista, has been on the state’s planned highway system since 1959, but was stalled due to lack of funding. An innovative public/private partnership offered a solution to getting the much needed road built now.

“This is an exciting event for the South Bay,” said Mayor Padilla. “The new name reflects all the surrounding communities, from Chula Vista and Bonita to Sunnyside and Otay Mesa – it’s a great tribute. We’ve waited a long time for this road to become a reality. Today, the countdown to the fall 2006 opening officially begins.”

In addition to the new name, the Expressway’s new Web site was also launched today at [www.southbayexpressway.com](http://www.southbayexpressway.com). Web site visitors can learn more about the Expressway online, see construction updates, including a 24-hour live time lapsed camera of the Otay River Bridge construction, sign up for the Expressway’s newsletter, *The Sun*, and sign up early for information on FasTrak™, the easy way to pay tolls without stopping at toll booths.

## About South Bay Expressway

South Bay Expressway is a 10-mile express toll road that will run from SR-54 in Spring Valley to SR-905 near the International Border Crossing. Opening Fall 2006, this exciting, new transportation alternative promises a fast, reliable and scenic drive, every time. The new connection will provide convenient access to Downtown, Sorrento Valley, I-8, I-15 North, Otay Mesa and Mexico. The construction of this first class express toll road is being made possible through an innovative public/private partnership, and is one of the first roads of its kind in California and the U.S. For more information, visit [www.southbayexpressway.com](http://www.southbayexpressway.com).

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