

FOR IMMEDIATE RELEASE

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TRAVEL TIME ADVISORY : THE PLUS'S FORMULA IN COPING WITH THE INCREASE IN TRAFFIC THIS FESTIVE SEASON

Petaling Jaya, Wednesday:- The Travel Time Advisory (TTA) is the formula that will be used by PLUS in helping the public to enjoy a smoother and a more comfortable 'Balik Kampung' travel this festive season.

During a media conference held at Persada PLUS today, PLUS Expressways' Managing Director, Dato' Noorizah Hj Abd Hamid said, "PLUS is committed in ensuring highway travel this festive season is smooth and comfortable. As such, we will be using the TTA as our formula in coping with the increase in traffic and help the public to enjoy smoother and more comfortable journey on our highway."

The TTA consists of recommended staggered travel times for various destinations from the Klang Valley to major states and cities in Kedah, Perlis, Penang, Perak, Negeri Sembilan, Melaka, Johor and Singapore. It is aimed at distributing traffic and reducing congestion on the mainline, major toll plazas, rest areas and lay-bys during peak periods.

(Please refer to the attached TTA. Soft copies of the TTA are also available in the CD provided)

The TTA was introduced by PLUS in 2007 as a travel schedule based on studies of travel patterns during festive seasons over the past years. It is also a major factor that contributes to smoother traffic on the highway during festive seasons.

"Among the new features of this year's TTA is the introduction of recommended travelling time for Klang Valley bound traffic on 1, 2, 3 and 4 September which is based on vehicle registration numbers ending with odd and even numbers."

In addition, PLUS also provides recommendations for users from the north heading towards Kuala Kangsar and Ipoh as well as from Ipoh to Tapah, Bidor, Slim River and Tanjung Malim on 1, 2, 3 and 4 September. PLUS also introduces a travel schedule for users from Melaka, Tampin and Alor Gajah heading towards Seremban, Port Dickson and Senawang on the same dates.

"This is aimed at separating the traffic heading towards other major destinations from the ones heading towards the Klang Valley," Noorizah said.

PLUS anticipates the traffic on the North-South Expressway during the Aidilfitri holidays will increase by 30 percent to 1.4 million vehicles per day as opposed to 1.1 million during normal days.

According to Noorizah, approximately 50 percent of the users followed the TTA issued by PLUS during the previous Hari Raya holidays which helped to reduce congestion on the mainline.

"As such, we urge the public to plan their *Balik Kampung* and Klang Valley bound journey based on the TTA as it has proven to be effective in facilitating traffic distribution thus, reducing congestion during peak periods," Noorizah added.

Also present at the media briefing were Malaysian Highway Authority's Director General, Dato' Ir Ismail Md Salleh, PDRM's Supt Hamzah Hj Ahmad and PLUS Expressways' Chief Operating Officer, Tajul Azwa Bani Hashim.

For more information, please contact:-

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