



PRESS RELEASE

SMART OFFERS FREE SHUTTLE DURING THE WOODWARD DREAM CRUISE™

Detroit, MI – We are back! After 10 years, the SMART Shuttle is returning to help people see the Woodward Dream Cruise in a whole new way. Perched in one of SMART's new, air-conditioned buses, you will get a different perspective of the cars and the events while giving yourself a break from walking and the heat. The SMART Shuttle is FREE, and riders can board at any SMART RED or **FAST** bus stop from 8 Mile Road to Pontiac. The SMART Shuttle service will begin service at 11:00 a.m. on Saturday, August 18th.

"There's no better way to experience the Woodward Dream Cruise," said John C. Hertel, SMART General Manager. "You can get on one of our new buses at any bus stop along the route and get off at any venue you choose. You don't have to worry about the parking, driving, or stopping for gas. We handle all that for you so you can just sit back and take it all in. And, some of our buses are even customized to fit in with the cruise." Most of the buses on the Shuttle will be SMART's newest FAST buses which are uniquely wrapped and distinct. The shuttle travels along 16 miles of Woodward in designated lanes through nine communities. All buses are air conditioned and wheelchair accessible.

SMART is returning to the Woodward Dream Cruise™ as a sponsor after a ten year hiatus. Prior to that, SMART was a sponsor from 1995 until 2007. Riding a SMART bus also helps to reduce congestion and ozone emissions. One full SMART bus can replace up to 60 cars on the road.

SMART Routes Detoured on Bypass Route

On Saturday, August 18th scheduled Routes 450/460 Woodward Local service and SMART's **FAST** Woodward Routes 461/462 will operate to the Fairgrounds then detour using the Bypass route to Pontiac. Riders can continue on the Bypass route to be transported to their final destinations between Eight Mile Road and Pontiac. Riders may get on or off the bus at any safe spot along the Bypass route or at any red SMART Bus stop. All SMART fares are in effect for regular routes.

Riders may transfer to other SMART crosstown routes along the bypass route at these locations:

- State Fairgrounds (Woodward south of 8 Mile)
- Campbell and 11 Mile Road
- On 13 Mile just east of Coolidge
- Regular SMART stop at Somerset Collection
- Regular SMART stop in Pontiac on Huron between Perry and Saginaw

On Sunday the Woodward Local Routes will resume regular service.

Due to the Woodward Dream Cruise™ SMART anticipates other service delays and SMART is advising passengers to plan accordingly. For routes and schedules go to www.smartbus.org or call Customer Service at 866-962-5515 from 6:30 a.m. to 6:00 p.m. Monday through Friday.

Serving residents since 1967, SMART is southeast Michigan's only regional public transportation provider, offering convenient, reliable and safe transportation for Macomb, Oakland and Wayne Counties. SMART's Fixed Route and small bus services connect people to employment and educational institutions, medical appointments and shopping centers. For routes and fare information, visit smartbus.org.

Contact: Beth Gibbons: 313-461-4523 (cell)

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Woodward Dream Cruise™ SMART Facts

- ✚ SMART's Dream Cruise Shuttle is FREE to all riders.
- ✚ Buses operate along Woodward Avenue from 8 Mile Road to Downtown Pontiac from 11:00 a.m. to 7:00 p.m.
- ✚ Passengers can board at any RED SMART/**FAST** bus stop along Woodward Avenue.
- ✚ One bus replaces up to 60 cars on the road.
- ✚ For every mile traveled, buses produce only a fraction of the pollution of cars; only 5% as much carbon monoxide; less than 8% as many volatile organic compounds and nearly half as much carbon dioxide and nitrogen oxides.
- ✚ SMART Buses run through nine communities along sixteen miles of Woodward Avenue.
- ✚ Approximately 18 buses are operating the Woodward Dream Cruise™ Shuttle.
- ✚ The SMART Cruisers are 40' low-floor buses. Every SMART bus is wheelchair accessible and has air conditioning.
- ✚ SMART buses are equipped with bike racks.