

From: Tanya Dubar
Sent: Fri 7/26/2013 6:53:42 PM
Subject: RE: Media Inquiry - Union Pearson Express Fare

Thank you!

Tanya Dubar – Senior Advisor

Union Pearson Express

From: Vanessa Thomas
Sent: Friday, July 26, 2013 1:57 PM
To: Kathy Haley
Cc: Tanya Dubar; Stacey Kenny; Anne Marie Aikins; Mark Ostler; Malon Edwards; Shyvonne Lawrence
Subject: Media Inquiry - Union Pearson Express Fare

Hi Kathy,

We wanted to keep you in the loop on a media response we are providing to Globe and Mail /Globedrive.com editor Danielle Boudreau.

Exclusion per Committee Direction

We are currently conducting detailed market research to ensure that the Union Pearson Express service is relevant and reflective of the needs of the market. The outcome of this research will guide key elements, including the customer service strategy and business plan, and will influence possible pricing models. These details will be announced closer to the inaugural launch date.

The Union Pearson Express will provide a high-quality service that will transform the way we travel to and from the airport. Each one-way trip is scheduled to take approximately 25 minutes, with stops at Bloor and Weston GO Stations. Each year an estimated five million cars travel between downtown Toronto and Toronto Pearson; this number is expected to grow to nine million by 2020. UP Express is expected to remove 1.2 million car trips from our roads in its first year of operation.

Thanks,

Vanessa

Vanessa Thomas

Media Relations and Issues Team Lead

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