Media release

Auckland Transport launches the A-PASS

Auckland Transport will launch a special public transport pass targeted at tourists visiting Auckland during Rugby World Cup 2011 on Monday 15 August.

Specifically developed for tourists and visitors to Auckland for RWC 2011, the A-PASS is a ‘limited time' public transport pass.

The A-PASS will provide all day travel across the Auckland Transport network (train, bus and ferry).

It will be available for sale in the lead up to and during the RWC between 1 September and 24 October.

Auckland Transport’s Chief Executive, David Warburton, says; “This is another milestone in Auckland’s preparations for the RWC and in the phased delivery of Auckland’s Integrated Fares System (AIFS) project”.

The PASS includes a number of special discount offers to attractions around the city such as Auckland Zoo, the Stardome, the Voyager New Zealand Maritime Museum, Auckland Art Gallery, the Edge, MOTAT and Auckland Museum during the RWC 2011 period.

Dr Warburton says, “The A-PASS marks the first introduction of Auckland Transport’s Ticketing partner, Thales, and Thales technology, into the city’s smart-card mix”.

Peter Beggs, Chief Executive Officer, Thales New Zealand says, “The A-PASS and the RWC has always been part of the rollout schedule for the AIFS project and Thales is pleased to be part of the launch today. Using the A-PASS during the RWC provides an excellent opportunity to have an early demonstration of some of the key functionality of the Thales system, prior to the full rollout of HOP from mid - 2012”.

Tourists can buy and load multiple day passes onto their A-PASS selecting which days they plan to travel (e.g. Monday, Tuesday, Thursday or Saturday), they will also be able to reload the same card with additional day passes.

The A-PASS is a visual and electronic day pass.

A-PASS customers will be able to tag on and tag off using validators on: Fullers Ferries wharves; specifically Downtown - Devonport, Birkenhead and Northcote Point Veolia Transport stations; NZ Bus services (North Star, Waka Pacific, Go West, Metrolink, LINK buses and the NiteRider).
The PASS will also function as a visual pass for all other operators who will be integrated into Auckland Transport’s HOP smartcard system from mid-2012. The A-Pass is shown to staff to visually check the pass is valid for that day.

When the ‘full’ HOP system is rolled out it will be fully electronic, hold stored value and passes, be able to be used as a tag-on tag off smart-card for all participating public transport operators, include online top-up and incorporate a range of concessions and discounts.

Using the A-PASS, each one-day pass allows unlimited travel on participating services for Auckland’s trains, buses and ferries. The pass costs $15 per day and has no concessions or discounts.

Up to six, date-specific; one-day passes can be electronically loaded onto the smart card at one time. Customers will be given a new A-PASS smartcard when they purchase their seventh one-day pass.

The A-PASS will be sold at selected retailers including Britomart Transport Centre, Newmarket Train Station, Fullers Ticket Office, i-SITEs- Domestic/International Airport Terminals, SkyCity, Devonport and Princes Wharf and selected Auckland Council Service Centres (Greys Avenue (City), Henderson, Takapuna, Manukau and Papakura).

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For further information about the A-PASS: www.maxx.co.nz. Tel: 09 366 6400

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