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IMMEDIATE RELEASE

## **DFW AIRPORT LAUNCHES MAJOR NEW PARKING AND SIGNAGE INITIATIVES**

November 4, 2002

### **INNOVATIVE CHANGES REFLECT PASSENGER REQUESTS, NEW POST 9/11 BUSINESS MODEL**

DFW INTERNATIONAL AIRPORT, Texas (November 4, 2002) – DFW rolls out its newest parking offerings today, transforming more than 5,500 parking spaces into passenger-friendly take-offs for travel at the world's third busiest airport, accompanied by brand new signage to make the trip easier. The new Express and Remote parking services are being implemented after a year-long survey of 1,000 post 9/11 travelers who were clear in their desires: more convenience, value pricing and personal safety.

"They asked for it, and they got it," says Jeff Fegan, CEO of DFW. "Reducing the 'hassle factor' for our guests is extremely important to us. We listened. We get it. We even let the passengers pick the parking names and distinctive colors for the lots. And now DFW travelers will get great customer service and car-to-gate shuttle transportation without one penny of a price increase. In fact, none of DFW's 28,000 parking spaces will go up in price."

The changes in parking, service and signage also reflect DFW's aggressive post 9/11 business model that continues to emphasize security and customer service as key factors to keeping travelers in the air.

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DFW introduces its new parking programs with a series of promotions, including on opening day a roving band of Elvis impersonators. Elvis is indeed in the parking lot and will join Airport Ambassadors in assisting passengers in the parking lots and riding the new vans and buses with them to the terminals. Also, DFW will stage a "All Pink Cars Park Free" promotion through November 10, 2002. Key customer information is available at [www.dfwairport.com/parking](http://www.dfwairport.com/parking) or by calling 972 574 PARK.

"We want to have some fun in our parking lots, and as Elvis would say, DFW is 'All Shook Up' when it comes to offering our guests the closest, fastest parking to our terminals," says Joe Lopano, executive vice president of marketing at DFW. "It's good value, good customer service, and good business. And with the holidays on the horizon, this new parking program will give our road warriors and leisure travelers a real break from the stress of trying to find a parking place, lugging their luggage and hustling to get to the flight on-time."

More than 28 new bright, color-coordinated vans and buses will also begin operation on Monday equipped with Global Positioning System (GPS) and CCTV technology to track vehicles and assure superior safety and service. All new vehicles are powered by compressed natural gas (CNG) and specially equipped for disabled passengers. New customer assistance vehicles will also serve customers in the close-in terminal garages, offering assistance with flat tires and dead batteries while offering an extra layer of security. All of DFW's lots will continue to be patrolled and camera-monitored.

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The Airport's new Express Parking (formerly Value AA Parking and Remote Parking for Terminal B) will feature 20 new 14-passenger vans that will pick up customers at their vehicle. Two facilities (Express South and Express North) with nearly 5,500 covered and uncovered spaces, will be staffed around the clock and parkers will enjoy amenities such as luggage assistance, access to flight information, complimentary window washing, bottled water, and newspapers. Continuous shuttles from the parking lots directly to the passenger's terminal will mean travel times averaging less than 10 minutes.

The Airport's new Remote Parking (formerly North and South Shuttle) still features the lowest published price of any on-or off-Airport lot: \$5.00 per day. Eight new CNG-powered bright yellow buses will also offer up-to-minute flight information with direct service to all terminals. More than 4,500 spaces are available in the lots, and have been a popular parking spot for budget-conscious travelers for years.

DFW's parking initiatives debut with new and improved Airport signage. New blue signs with double-the-size white lettering are now in place along the Airport's main thoroughfare, International Parkway, directing travelers to terminals, parking lots and service areas. Additional new signage designed with international symbols and standards will continue to be added to all roadways at DFW.

"Like they say in the real estate business, DFW Airport Parking is all about 'location, location and location' and our revamped parking programs and new easy-to-read and follow signage wraps our guest in the most customer-friendly Airport parking environment in America," adds Lopano.

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Located halfway between the cities of Dallas and Fort Worth, Texas, DFW International Airport is the world's third busiest, offering nearly 2,000 flights per day and serving 55 million passengers a year. DFW International Airport provides non-stop service to 130 domestic and 31 international destinations worldwide.

Editor's Notes:

This release, and past news releases issued by DFW International Airport, are available online at [www.dfwairport.com](http://www.dfwairport.com) in the "MediaSite" section.

Background information available at:

<http://www.dfwairport.com/mediasite/parking/>

Graphics can be downloaded from:

<http://www.dfwairport.com/mediasite/parking/graphics.htm>

Also, if you could direct your audience to these parking contacts at the Airport, it would be most appreciated:

<http://www.dfwairport.com/parking>

972 574 PARK

For the latest news, real-time flight information, parking availability or details regarding the many services provided at DFW International Airport, log on to [www.dfwairport.com](http://www.dfwairport.com). To arrange interviews contact DFW Public Affairs at 972 574 NEWS (6397) or Ken Capps, APR, Vice President Public Affairs, [kcapps@dfwairport.com](mailto:kcapps@dfwairport.com).

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