



# The way forward

Why taking the M6toll for your  
commercial journey is the smart choice

**M6toll**

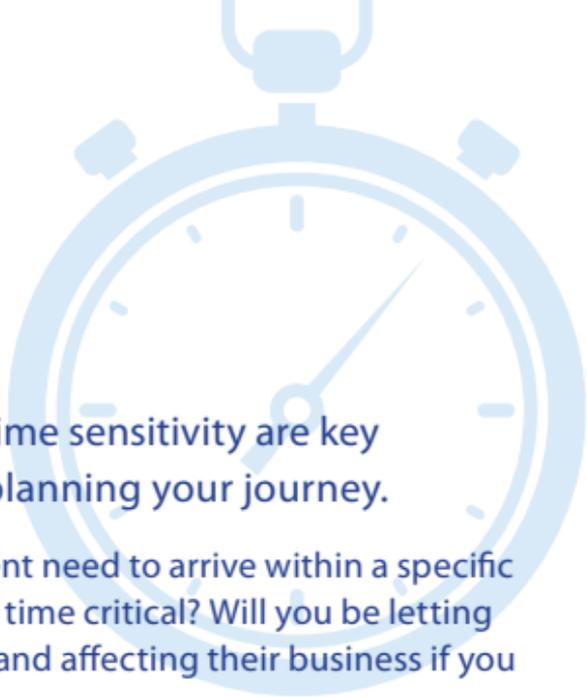
# What's your Roadmap?

As a transport manager or commercial driver, planning your routes is essential to provide efficient and effective logistics. Avoiding unnecessary expense will be a priority – eliminating additional costs that are ultimately passed on to your customers.

The M6toll will add real value to your journey through the West Midlands, not using the M6toll may cost you more than you think.

So when you're planning your next route, plan to save more than the cost of a toll... ultimately it's your reputation.





Journey time and time sensitivity are key considerations in planning your journey.

Does your consignment need to arrive within a specific 'window' of time? Is it time critical? Will you be letting down your customer and affecting their business if you are delayed?

If you are travelling on the M6, (one of Britain's busiest motorways) hold-ups at peak times are inevitable. With its many junctions, the M6 is crammed with local traffic. Have you taken this time into account?

The M6toll gives you choice:

27 miles of top quality road, the ability to avoid congestion around Birmingham, with free-flowing traffic, allowing you to travel at your own speed.

You have a certainty of assured travel time – minimising unanticipated delays within your schedule. And as a result you'll be able to take on extra jobs.



We've all been in motorway hold-ups. The stop and start demands on your vehicle and its fuel tank are exhausting. Using the M6toll eliminates this – saving you money and keeping you on the move.

Even our toll lanes are speedy and efficient, there is no need to stop using our dedicated HGV lane and pre-payment tag.



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the cost of queuing should be taken into account, which for a 44 tonne truck average £1 per minute  
FTA July 2014

Every time a lorry stops, it costs an extra 50p just to accelerate back up to speed

RHA Transport Committee  
July 2012



## Wear and Tear

As well as fuel economy, motorway delays can also put extra wear and tear on vehicles.

The constant stop/start tailbacks caused by incidents and the sheer volume of traffic affects the longevity of brakes and tyres – an unnecessary deterioration and a costly expense.





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## Stress

People are your most important asset – whether you're self employed or have a team of drivers or couriers, the people behind the wheel of your vehicle are crucial to the success of your business. So looking after them is key.

Using the M6 toll will provide a stress-free journey – no delays, great customer service, a low noise running surface and top quality motorway services area with HGV and coach parking.

You can even travel the toll for free – HGV's buying overnight parking and coaches which stop at the services qualify.



## The Environment

Air pollution legislation is coming. European emission standards set limits on the maximum emissions from new vehicles for petrol and diesel cars and vans, and heavy duty vehicles. This is just the start - policy initiatives at local, regional and national level look set to increase – vehicle requirements and road usage are set to change.

Road congestion has been identified as a significant contributor to air pollution aggravated by motorway hold-ups with slow traffic and stationary vehicles. As professional drivers, the costs are likely to be passed to you!

Using the M6 toll minimises pollution and emissions on your journey.

CO<sub>2</sub>



# Reputation

Ultimately, its about the cost to your reputation – as a business can you afford to be late?

More and more people plan to use the M6toll, recognising the commercial benefits. Ultimately, your business is only as good as the service you deliver.

Why risk losing repeat custom?





## Get a Tag - save money!

Tags are the M6toll's electronic pre-payment system.

They're the easiest, most efficient way to pay, allowing you to pass through a dedicated tag lane, usually without the need to stop, and you save money on every trip.



**For a monthly lease fee of just £1 per Tag, you benefit from a 5% discount per trip. For regular users the saving soon mounts up.**

A Tag is a small self contained electronic device which fixes to your windscreen.



## Plan to Save



- Net of VAT 20%



- Tag customer 5% discount  
- Net of VAT 20%



Overnight parking at  
Norton Canes Services *z z Z*

£29 = parking + £10 meal voucher + toll voucher



Travel the M6toll for FREE!  
When you stop at our  
Norton Canes Services

----- Further night time and -----  
weekend discounts apply



## Do the Maths

- ✓ Save Time
- ✓ Save Fuel
- ✓ Save Wear & Tear
- + ✓ Save Stress
- + ✓ Save the Environment
- + ✓ Save your Reputation

M6toll = The way forward

Visit

[www.m6toll.co.uk/ways-to-pay/apply-for-a-tag](http://www.m6toll.co.uk/ways-to-pay/apply-for-a-tag)

Talk to us

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