

M6toll

M6toll launches exclusive new summer offer to RHA members

M6toll has launched an exclusive new offer to RHA members that will see them receive 50% off for the first three months when they sign up as a new account customer.

The special introductory rate will enable RHA members who don't currently have an account with the M6toll to experience the operational efficiencies, time and fuel savings, and reliability enjoyed by the thousands of businesses using the road.

With the M6toll implementing a new £20 million technology upgrade designed to make it quicker to get through the toll lanes, easier to manage online accounts, and offers cheaper journeys for thousands of local users, there has never been a better time to sign up as an online account customer.

ANPR brings greater efficiencies

An integral part of the new technology upgrade is the Automatic Number Plate Recognition (ANPR) tolling system. The installation of roadside ANPR cameras provides the capability to capture licence plate data, enabling contactless and cashless payments for account customers, which saves both time and money, compared to pay-as-you-go customers choosing to make one-off payments at the toll plazas.

The ANPR cameras also help ensure traffic flows freely through the toll lanes, making for a seamless, hassle-free driving experience for M6toll customers, even at peak times.

With the ANPR system now fully operational, the M6toll team can now offer customers the opportunity to move from the previous TAG system to ANPR. In doing so it has helped reduce the administrative process of requesting tags, postage, and fixing them in the vehicles etc.

These operational efficiencies have been further boosted with access to an online portal, where account holders can track vehicle movements, add and remove vehicles at no additional cost and access assistance from the dedicated business support team.

Further additional benefits available to customers include the dedicated online savings calculator – see <https://www.m6toll.co.uk/savings-calculator/> to find out more.

Michael Whelan, General Manager of the M6toll, said: "This exclusive 50% offer for three months to RHA members forms part of our commitment to encouraging more commercial vehicle users onto the road and our ongoing support to valued business customers.

"By providing significant savings on journey costs, M6toll is looking to help commercial operators in these challenging times and help



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businesses to achieve operational efficiencies, time and fuel savings, and assist with driver welfare by reducing the amount of time staff spend driving on the road.

"With the £20m technology upgrade we are also transforming the user experience for our M6toll customers with more hassle-free and efficient journeys on the road, and a smoother and more efficient customer journey off the road, through easier management of online accounts.

"We have also introduced a new pricing structure for account customers, which will help to ensure a fairer price for those businesses which are using the M6toll for shorter, local journeys."

The new pricing structure is based on where you join and leave the road. The ANPR cameras will see when your vehicle joins the road, where you pay and where you leave, and your trip will be constructed shortly after. For account customers, they will pay less than the pay-as-you-drive rates, so there is a major incentive to get signed up to an online account.

As well as the new pricing structure for local journeys for account customers, the M6toll continues to offer HGVs the opportunity to use the left lanes and the wide load lanes when travelling on the road. These

are further examples of the many benefits offered to HGV customers, which includes hauliers and logistics operators. Maritime, Culina, and Wincanton were the first to trial the ANPR system back in 2021.

As a result, the M6toll continues to be a popular route of choice for hauliers and logistics operators, with ever increasing numbers of businesses choosing it to avoid more congested routes in the region, such as the M6, A5, and A38. For businesses with time-critical delivery schedules, which may face penalties for failing to deliver on time, the M6toll offers a reliable, hassle-free route that enables them to meet deadlines and just as importantly, customer expectations.

HGV usage on the rise

The M6toll's popularity among hauliers and logistics operators is further demonstrated by HGV traffic data revealed by the M6toll data analytics team in 2023. The figures show that HGV usage on the M6toll (class 5+) has increased by 50.6% from 2019 to 2023, with many of the operators surveyed citing time and cost savings as key reasons for using the road.

For businesses interested in the exclusive RHA offer of 50% off for the first three months for new M6toll account customers, please e-mail corporate.accounts@m6toll.co.uk for more details.

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