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PEACH PASS Partners with Associated Credit Union To Offer Co-Branded VISA Credit Card, a First for the Tolling and Transportation Industry in Georgia

Peach Pass customers can receive up to \$100 in toll credits when approved for the new co-branded Peach Pass/ACU Credit Card

ATLANTA, GA - The State Road and Tollway Authority (SRTA) announced today an extension of its current partnership with Associated Credit Union (ACU), one of the largest credit unions headquartered in Georgia. The Peachtree Corners, Georgia-based company has been a strategic marketing partner of SRTA since 2019.

A benefit of the extended partnership with SRTA is a new, co-branded Visa credit card, the first of its kind in the tolling/transportation industry in Georgia. Now available to new and existing customers, the Visa card design will showcase the ACU and Peach Pass logos along with the winding road graphic from the Peach Pass logo.

ACU will offer two co-branded credit card options for customers: the Pro\$per Visa credit card with cash back and the Platinum Visa card which has the unique feature of a fixed interest rate.

Among the card's benefits is an opportunity for Peach Pass customers to get \$100 in toll credits when approved for the new co-branded Peach Pass/ACU Credit Card. Individuals who use the new card as their primary form of payment for auto-replenishment will receive the \$100 toll credit as well.

Account holders can also earn an additional \$100 in Peach Pass credits when they purchase or refinance an automobile through Associated Credit Union. The offer is open to all ACU members who sign up for an ACU account and get approved for one or both of the financial programs for a possible \$200 in toll credits.

To spread the word about the new co-branded credit cards, Associated Credit Union will launch a comprehensive marketing campaign in metro Atlanta and across Georgia in April and May. The promo for the new card is scheduled to run through December 2023.

"Our partnership with the State Road and Tollway Authority and its brand, Peach Pass has always provided a wonderful opportunity to engage with account holders and this next phase marks an exciting time for both organizations," said Chad Evans, Executive Vice President of Lending at ACU. "We now have the opportunity to offer additional financial services in a new, innovative way that benefits the people in our communities even further."

“Peach Pass and SRTA are excited to announce the extension of our partnership with Associated Credit Union to Keep Moving™ ahead with new product offerings,” said Jannine Miller, Executive Director, State Road and Tollway Authority. “This new co-branded credit card from ACU offers a great opportunity for Peach Pass account holders to instantly earn tolling credits.”

About the State Road and Tollway Authority (SRTA)

SRTA is a state-level, independent authority created to operate tolled transportation facilities within Georgia and act as the transportation financing arm for the state. SRTA manages the collection of tolls on Georgia’s Express Lanes System through the use of Peach Pass. In 2017, SRTA combined with the Georgia Regional Transportation Authority (GRTA) to jointly provide the services of both state authorities. The GRTA board continues to oversee developments of regional impact, air quality reporting and regional transportation plan approval. For more information about Peach Pass, visit peachpass.com or like and follow @PeachPassGA on [Facebook](#), [Instagram](#) and [Twitter](#).

About Associated Credit Union:

Associated Credit Union, a \$2 billion financial institution that serves more than 155,000 members at 20 locations in Atlanta, Augusta, Carrollton and Dawsonville, offers members financial products that fulfill their needs, service that exceeds their expectations and relationships that inspire their trust. The Associated Credit Union Foundation, a 501(c)(3) nonprofit, provides fundraising and volunteer opportunities for employees and members to support charitable organizations. For more information about Associated Credit Union, visit acuonline.org or like and follow @AssociatedCU on [Facebook](#), [Instagram](#) and [Twitter](#).

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