The Highlands Rhythm
Overview

• History
• Existing Service
• Schedule
• Ticket Pricing
• Bus Stops
• Service Launch
Maiden Voyage

Launched December 2017

Serves I-81 Corridor:
- Blacksburg
- Christiansburg
- Lexington
- Staunton
- Harrisonburg
- Front Royal
- Dulles Airport
- West Falls Church
- Union Station

Tickets: $16-$50
A New Beginning

Suspended service March 2020
Rebranded and relaunched August 2020

• New Look
• New Routes
• New Safety Protocols
New Opportunities

Launched August 2020

Piedmont Express:
- Danville
- Altavista
- Lynchburg
- Amherst
- Charlottesville
- Culpeper
- Warrenton
- Gainesville
- Dulles Int’l Airport
- Union Station

Capital Connector:
- Martinsville
- Danville
- South Boston
- Farmville
- Richmond
- Union Station

Tickets: $15-$43
## Schedule

**Highlands Rhythm**

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# Ticket Prices

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Salem

Exit 140 VDOT Park and Ride
Harrisonburg

Godwin Transit Center
Dulles International Airport

Curb 2A
Falls Church

West Falls Church Metrorail Station-Bay A
Washington, D.C.
Marketing
• Social media posts
• Website content
• Rack cards
• Emails
Launch

• Birthplace of Country Music Museum on November 13 at 9:30 a.m.

• Service scheduled to begin November 15
Conclusion

• Thank you for the privilege of your time
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• Questions