# Press Release

25 September 2025

**Avanti West Coast launches competition to find mascot in national treasure hunt**

- *Competition launched to mark latest phase of Avanti West Coast's Feel Good Travel campaign*
- *Customers are invited to seek out Turbo the rollerblading turtle in stations and onboard trains*
- *Prizes include instant wins and trips to destinations along West Coast Main Line*

Avanti West Coast have launched a fun competition to find its loveable mascot, Turbo, at stations and onboard trains as part of its Feel Good Travel campaign.

Launched last week and running through to 31 October, the competition invites customers to search around Avanti West Coast stations and onboard its trains for images of Turbo, a rollerblading Turtle, to be in with the chance of winning a top prize.

By locating Turbo on posters, stickers and onboard information screens, travellers can scan the nearby QR code, directing them to a landing page where they can play a virtual 'scratch to win' to reveal whether or not they have secured a prize.

Customers can instantly win a Turbo the turtle keyring or cuddly toy, a free hot drink onboard, Euston First Class Lounge passes and codes for discounted travel. Larger prizes include being entered into a draw to win a trip to one of the destinations across Avanti West Coast's network, including overnight stays, family day out tickets, and tours of iconic buildings and football stadiums on its route.

As part of the launch of the competition, Avanti West Coast colleagues pitched up in and around Liverpool last week with a life size scratch card, approaching people travelling to and from Lime Street station and offering them a chance to win prizes on the spot. These prizes ranged from the keyrings to First Class train tickets – a pair of which were won by a long-standing customer to the West Coast Main Line, having travelled on the route for over 40 years.

The national treasure hunt for Turbo is part of the latest phase of Avanti West Coast's Feel Good Travel campaign which has seen Turbo relaunching onto live television and outdoor advertising. It builds on the initial launch in August 2021 which aimed to encourage people back to using rail. The reintroduction of Turbo now aims to promote the speed and

convenience of rail travel, whilst highlighting the communities along the West Coast Main Line that the long-distance operator serves.

Sarah Copley, Commercial Director at Avanti West Coast, said: "We're delighted at the return of our favourite turtle Turbo to television and advertising screens, which has given us the great opportunity to offer our customers the chance to win some fantastic prizes whilst they travel with us.

"Turbo's energy captures the heart of what travelling by rail should be – relaxing, care-free, and an opportunity for customers to sit back and relax as we take them on their journey. We want our customers to join in with the fun and see what prizes Turbo has in store for them!"

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## Notes to Editors

Full terms and conditions for the Turbo Treasure Hunt competition can be found here: https://www.avantiwestcoast.co.uk/turbo-scratch-to-win

## About Avanti West Coast

Avanti West Coast, operator of intercity rail services on the West Coast Main Line, is a joint venture between FirstGroup and Trenitalia, delivering a cleaner, greener railway that drives the West Coast forward.

We're on a mission to revolutionise train travel. Our refurbed Pendolinos returned to the rails in June 2024 following a £117m investment programme that's delivered the best in class comfort. Known as the UK's hardest working fleet, all 56 of these iconic trains have been transformed and now boast better seats, improved lighting, new interior carpets, customer-friendly passenger information screens, additional luggage space, power points at every seat and refurbished toilets.

Our new Evero fleet was introduced in June 2024. Built by Hitachi, the 23-strong fleet, consisting of 10 seven-carriage electric trains and 13 five-carriage bi-modes, will serve routes from London to the Midlands, Chester, North Wales and the North West, leading to a substantial cut in carbon emissions with an increase in seats, and offering improved comfort. Quieter and roomier, with more reliable Wi-Fi, wireless charging for electrical devices and a real-time customer information system, these new trains are the result of a £350m investment in sustainable travel.

We're tackling climate change wherever we can, from reducing energy and water use to training drivers in eco-driving techniques and sourcing food and drink from local suppliers. Our goal is to be net zero carbon by 2031. We're on track.

For the latest news, visit the Avanti West Coast Media Centre:
https://newsdesk.avantiwestcoast.co.uk/

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