Press Release

27 September 2023

Birmingham to London for less than a tenner with Avanti West Coast Superfare

- *Popular Superfare ticket between London and Birmingham reduced to just £9*
- *Avanti West Coast also partner with Seatfrog to offer lower priced Standard Premium tickets on all routes*
- *More customers taking advantage of advance fares purchased more than two week from date of travel*

Avanti West Coast has slashed its Superfare ticket on the London to Birmingham route to just £9 one way.

The Superfare ticket enables customers to book a journey for a specific date with the choice of morning, afternoon, or evening slots at a cheaper fare – with the exact time of travel being selected by the intercity operator.

With around 24 hours' notice, Avanti West Coast will match customers to an empty seat on a quieter train and advise them of their reservation details and train's departure time.

To date over 10,000 customers have snapped up a Superfare bargain since the ticket was launched earlier this year on routes to Liverpool, Manchester, Preston and the West Midlands. Of those Superfare customers surveyed, two thirds said they would have not travelled or would have done so by a different mode of transport.

The number of tickets available on a route each day will vary, and bookings can be made at least seven days and up to 21 days before travel.

Sarah Copley, Commercial Director at Avanti West Coast said: "We're working hard to encourage more people to take the train and the new Superfare ticket on the Birmingham route, at just £9 for over one hundred miles, is great value for money.

"And with a fastest journey time of one hour 17 minutes, the train is the best way to travel between the capital and the West Midlands."

In a separate initiative Avanti West Coast, following a successful trial on the Liverpool route, is partnering with the rail upgrade business Seatfrog, offering customer a chance to

bid for Standard Premium upgrades at a lower price. Those travelling from London can upgrade for as little as £11 to and from Birmingham, as opposed to the normal price of £15.

Standard Premium fares for Manchester and Liverpool to and from London start at £18, down from £25 and Glasgow customers can pay just £22, down from £30.

Standard Premium has recently celebrated the second anniversary of online sales, with 1.1 million tickets sold, with customers benefitting from roomier seats, greater space and a guaranteed table.

Customers with a valid Standard ticket can bid for the upgrade via the Seatfrog app, and if successful receive notification to their device prior to departure.

The West Coast operator is also reporting growing numbers of customers booking more than two weeks in advance to take advantage of its Advance single fares. This includes tens of thousands of tickets for £32 or less on the London to Manchester route, for £25 or less on the Liverpool route and for £16 or less on the Birmingham route and for £40 or less to Glasgow.

Ends

Notes to Editors

Superfare tickets are available on an independent website - https://avantisuperfare.co.uk/

Superfare Ticket Prices

One-way between London and Birmingham - £9 – new

One-way between London and Liverpool – £15

One-way between London and Manchester – £20

One-way between London and Preston – £22

ne-way between London and Stafford - £12

One-way between London and Stoke-on-Trent – £14

One-way between London and Macclesfield – £16

One-way between London and Stockport - £20

One-way between London and Wilmslow - £18

One-way between London and Crewe – £14

One-way between London and Runcorn - £15

One-way between London and Warrington Bank Quay – £15

One-way between London and Wigan North Western - £20

One-way between London and Lancaster – £25

One-way between London and Glasgow - £30

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 are returning to the rails, with a £117m investment that's delivering best in class comfort. Rebuilt using sustainable materials wherever possible, including tables made from recycled plastic bottles, our upgraded fleet offers 25,000 brand new seats, free Wi-Fi, onboard recycling and much more.

New Hitachi trains are set to replace our Voyager trains from 2023, leading to a 61% cut in carbon emissions. Quieter and roomier, with more reliable Wi-Fi, wireless charging for electrical devices and a real-time customer information system, the new 23-strong fleet is 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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