Press Release

Embargoed until 00:01 on 23 March 2023

Avanti West Coast launch new online customer loyalty scheme

- *Club Avanti members receive 10% discount off their first return journey*
- *Tiered membership schemes rewards customers with free Standard Premium and First Class tickets*
- *All members receive a free welcome hot drink plus 10% off any items bought at the onboard shop*

Avanti West Coast has launched a new customer loyalty scheme that rewards frequent travellers with discounted travel and onboard food and drink, plus the chance to enjoy free Standard Premium as well as First Class tickets.

Club Avanti, which has three tiers of membership, has been rolled out following a successful nine month trial period that has seen over 80,000 customers sign up.

Upon joining Club Avanti, members qualify for an immediate 10% off their first journey as a Silver member. They also receive a voucher for a free welcome hot drink as well as a further 10% discount off all food and drink bought from the onboard shop (excluding meal deals).

Once nine journeys are made from the date of joining, members are elevated to Gold status. In addition to the discounted food and drink, Gold members also qualify for one free Standard Premium return journey.

Platinum membership is achieved by those making 21 journeys, with customers treated to a free First Class return ticket.

Mark Murphy, Head of Loyalty at Avanti West Coast said: "Club Avanti is all about rewarding our customers. The more you travel, the more you get, with the chance to get 10% off your first journey and discounted food and drink just for signing up."

Club Avanti members will also benefit from partner promotions and member only deals.

Members earn one Qualifying Journey for every Avanti West Coast ticket they buy via the Avanti West Coast website or app, booked between two Avanti West Coast calling points. Customers will need to be enrolled in the loyalty program before they travel and make a journey greater than 75 miles. A return journey counts as two trips.

WEST COAST
PARTNERSHIP

AVANTI
WEST COAST

Membership Levels and Benefits

Silver (up to 8 trips per year)	Gold (9 to 20 trips a year)	Platinum (21+ trips per year)
Save 10% on your first return ticket when you join	A free Standard Premium return ticket	A free First Class return ticket
A free hot welcome drink onboard	10% off any purchase from the onboard shop	10% off any purchase from the onboard shop
10% off any purchase from the onboard shop	Enjoy member only deals and partner promotions	Enjoy member only deals and partner promotions
Enjoy member only deals and partner promotions		

Terms and conditions apply – see https://www.avantiwestcoast.co.uk/tickets-and-savings/club-avanti for details.

ENDS

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 electric 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 Room:
https://newsdesk.avantiwestcoast.co.uk/

Press Office: 0845 000 3333