

Press Release

24 June 2024

Avanti West Coast's low-cost Superfare ticket wins innovation award

- *Superfare was successful at this year's Railway Innovation Awards*
- *Honoured by judges in the "Passenger experience" category*
- *Over 70,000 Superfare tickets snapped up since launching last year*

Avanti West Coast's popular low-cost ticket, Superfare, has been honoured at this year's Railway Innovation Awards.

The Superfare ticket won the "Passenger experience" category at the annual awards, which highlight and celebrate innovation from across rail.

The judges highlighted that Superfare "offers the affordability passengers are looking for and helps to fill up seats which would otherwise be unoccupied ". It was further praised for being "well-executed" and for attracting new users to rail.

Since its launch last year, over 70,000 Superfare tickets have been sold for journeys to destinations including Birmingham, Glasgow, Liverpool, Manchester, and Preston.

Superfare is unique because it is designed for customers with flexibility. The ticket enables them to book a journey for a specific date, with the choice of morning, afternoon, or evening time slots at a cheaper fare – with the exact time of travel selected by Avanti West Coast.

With at least 24 hours' notice, the operator will match customers to an empty seat on a quieter train, advising them of their reservation details and train's departure time.

Superfare is available for single journeys to and from London to many destinations on the West Coast – with prices for a one-way ticket costing between £9 and £30.

Sarah Copley, Commercial Director at Avanti West Coast said: "I'm delighted to see Superfare recognised again as it proves to be ever popular with our customers. Winning at the Railway Innovation Awards highlights how Avanti uses innovation to deliver value for money for our customers and grow the market for rail."

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Notes to Editors

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

Bookings can be made at least between one and eight weeks before travel, and the number of tickets available each day varying by route.

Superfare ticket Prices

London to Birmingham (£9)
London to Carlisle (£28)
London to Coventry (£9)
London to Crewe (£14)
London to Glasgow (£30)
London to Lancaster (£25)
London to Liverpool (£15)
London to Macclesfield (£16)
London to Manchester (£20)
London to Nuneaton (£9)
London to Oxenholme (£26)
London to Penrith (£26)
London to Preston (£22)
London to Rugby (£9)
London to Runcorn (£15)
London to Stafford (£12)
London to Stockport (£20)
London to Stoke-on-Trent (£14)
London to Warrington Bank Quay (£15)
London to Wigan North Western (£20)
London to Wilmslow (£18)
London to Wolverhampton (£9)
Manchester to Milton Keynes (£18)
Preston to Glasgow (£12)

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 refurbished Pendolinos have returned to the rails with a £117m investment that's delivering the best in class comfort. Known as the UK's hardest working fleet, the programme is transforming all 56 of these iconic trains boasting 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 and will replace our Voyagers. 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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