Press Release

15 March 2024

Avanti West Coast's low cost Superfare ticket extended to more destinations

- *Ten more journeys added to the Superfare range as ticket celebrates its first anniversary*
- *Popular £9 London to Birmingham fare extended to other West Midlands destinations*
- *Prices frozen as Superfare enjoys record sales in February*

Avanti West Coast has extended its innovative Superfare ticket to more routes to mark the popular low cost fare's first anniversary.

Ten more journeys in the West Midlands and Lake District have been added to Avanti West Coast's wide range of Superfare tickets. It has seen over 37,000 customers snap up bargains on the Liverpool, Birmingham, Manchester, Preston and Glasgow routes, with many opting for rail over other forms of transport as a result.

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 prior to the day of travel, 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.

From 18 March 2024, for travel from 8 April, customers from Rugby, Coventry, Nuneaton, Birmingham International and Wolverhampton can travel to London for just £9.

Customers wanting to enjoy the delights of the Lake District can also take advantage of new Superfare tickets to Oxenholme (£26), Penrith (£26) and Carlisle (£28). Passengers travelling between Milton Keynes and Manchester (£18) and Preston and Glasgow (£12) now also have the choice of a Superfare ticket. Existing Superfare prices have been frozen and not seen any increase since launch.

Of those Superfare customers surveyed, the majority said they would have not travelled or would have done so by a different mode of transport.

Each week thousands of Superfare tickets are made available, with numbers varying by route. 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've been overwhelmed by the response to Superfare. For those with flexibility around when they travel, it's a great way to grab yourself a bargain and we're delighted to extend the Superfare ticket benefits to more destinations."

Ends

Notes to Editors

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

New Superfare Ticket Prices

One-way between London and Rugby - £9

One-way between London and Coventry– £9

One-way between London and Nuneaton – £9

One-way between London and Birmingham International – £9

One-way between London and Wolverhampton - £9

One-way between London and Penrith – £26

One-way between London and Oxenholme – £26

One-way between London and Carlisle - £26

One-way between Milton Keynes to Manchester - £18

One-way between Preston to Glasgow – £12

Existing Superfare Ticket Prices

One-way between London and Birmingham - £9

One-way between London and Liverpool – £15

One-way between London and Manchester – £20

One-way between London and Preston – £22

One-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 2024, 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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