

# Press Release

16<sup>th</sup> April 2015

## **TEN PER CENT OFF CROSSCOUNTRY ADVANCE TRAIN TICKETS FOR SMARTGO MEMBERS**

### **Online discount available to staff and employers in UK-wide Smartgo workplace travel networks**

CrossCountry is to offer a ten per cent discount against its Advance train tickets, exclusively for use on CrossCountry trains, to members of the Smartgo workplace travel networks in Leicester, Stevenage, Milton Keynes, Hinckley, North West Leicestershire and Loughborough.

The CrossCountry discount is the latest offer to be added to the Smartgo programmes that provide local employers and their staff with a range of travel benefits and services to help make travel cheaper, easier and more sustainable. The membership package includes travel incentives and discounts, transport expertise and collaboration opportunities with other employers and transport providers. There are now 150 employer members of Smartgo including organisations such as Santander, Volkswagen and T-Systems. In total, employer members now represent 95,000 members of staff.

To access the discount, Smartgo members can obtain a PIN code from [www.smartgo.co.uk](http://www.smartgo.co.uk) and use this on the CrossCountry Smartgo offer page to book their Advance tickets at the discounted price. Advance tickets are quota controlled and subject to availability. They are released from 12 weeks before travel right up to 15 minutes before departure.

Andy Cooper, Managing Director at CrossCountry said: "We are delighted to be supporting sustainable transport network Smartgo and hope the 10 per cent discount against our great value Advance fares will further encourage members to choose travel by train for business and leisure."

The Smartgo networks have been developed and co-ordinated by specialist sustainable travel consultancy, Go Travel Solutions. Robin Pointon, Managing Director at Go Travel Solutions added: "Smartgo is all about extending the choice for staff and employers of how they travel to and from their workplaces each day. The agreement with CrossCountry is an attractive offer for train passengers and further strengthens the range of benefits for existing and new members."

This agreement with CrossCountry follows the recent launch of the new Smartgo Lite package from Go Travel Solutions that offers the same benefits, promotions and discounts as the established Smartgo networks in Leicester, Milton Keynes and Stevenage. Smartgo Lite provides employers with the opportunity to join a network and access workplace travel support, such as the CrossCountry offer, from wherever they are located, even if that is outside of an existing Smartgo location.

**-ENDS-**

### **Notes to Editors:**

To find out more about the Smartgo programmes, call 0116 216 8326, email [info@smartgo.co.uk](mailto:info@smartgo.co.uk) or visit [www.smartgo.co.uk](http://www.smartgo.co.uk)

### **About CrossCountry**

The CrossCountry network is the most extensive passenger rail franchise in Britain. Stretching from Aberdeen to Penzance, and from Stansted to Cardiff, it calls at over 100 stations. Based in Birmingham, CrossCountry connects seven of the Britain's 10 largest cities and delivers 295 services every weekday, equating to some 32 million passenger journeys a year.

For further information on CrossCountry services visit [crosscountrytrains.co.uk](http://crosscountrytrains.co.uk) or follow them online via Twitter at @crosscountryuk, Facebook.com/crosscountrytrains and their student Facebook page, Facebook.com/studentraildeals.

### **CrossCountry bookings**

Passengers can buy tickets for any rail journey in Britain, with any train company and with no booking fee at [crosscountrytrains.co.uk](http://crosscountrytrains.co.uk) or via the free CrossCountry Train Tickets app. Download the app by visiting your app store or by texting TRAVEL to 87080.

For further information and photographs relating to CrossCountry, please contact Kelly Mortlock or Becky Riffel on 020 7025 7522 or email [crosscountry@grayling.com](mailto:crosscountry@grayling.com)

### **About Go Travel Solutions**

Go Travel Solutions is a specialist sustainable transport consultancy serving businesses, public bodies and transport operators. See us online at [www.go-travel-solutions.com](http://www.go-travel-solutions.com), follow us on Twitter at @GoTravSolutions or connect to us on LinkedIn.

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