

Press Release

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GREAT BRITAIN – A NATION OF ‘POCKET PATTING’ TRAIN TRAVELLERS

New research released as rail operator unveils latest passenger mobile ‘app’

With millions of people across Britain using public transport on a daily basis, new research has identified an emerging group of ‘pocket patting’ travellers who have a daily struggle to make it to their destinations.

The figures which have emerged in a poll of 2,000 rail users have highlighted the average passenger is so worried about losing their train ticket, they’ll pat pockets and peek in purses three times before every train journey – costing a frequent typical passenger 24 wasted hours each year – an astonishing 45 days over the average working career.

The results from the rail study were announced today by CrossCountry Trains and has underlined the need for passengers to embrace modern technology which can reduce daily stresses. The release of the survey results marks the launch of CrossCountry’s new mobile app ‘Train Tickets’, which, amongst other features, allows customers to buy and receive m-tickets directly to their mobile.

The free Train Tickets app, launching today (19th September), is the modern take on the office PA, and helps to not only ensure a passenger’s ticket is always with them, but also integrates real time departure and journey information to keep customers informed on the move – a combination which is unique to the CrossCountry app – ‘Train Tickets’.

Users simply activate m-tickets before their journey - which are conveniently saved in a nifty ticket wallet within the application. The Train Manager can then inspect the m-ticket eliminating the need to worry about losing paper tickets (47% survey had misplaced one in the last 12 months), time spent searching for tickets and time spent queuing to collect tickets at stations.

Andy Cooper, Managing Director at CrossCountry said: "The ‘Train Tickets’ app will help to transform the process of travelling by train. Access to live departure boards and an intuitive user interface, making it quicker and easier to buy cheaper Advance fares, gives the consumer full control over their journey. The

innovative approach to m-tickets taken by CrossCountry has made it possible to deliver a simple and secure mobile ticketing solution for customers that will help transform the experience of buying rail tickets.”

The 'Train Tickets' app supports iPhone, Blackberry, Android and Nokia smartphones as well as most everyday handsets. Developed by technology specialists Masabi, it can be downloaded from major app stores or by texting 'Travel' to 87080.

ENDS

CrossCountry facts and figures below. For more information feel free to contact Victoria Rose / Sabrina Gosheh at McCann Manchester on 01625 822 601 / 01625 822 602 or by email to victoria.rose@mccann.com or sabrina.ghosheh@mccann.com

CrossCountry is now live on Facebook www.facebook/crosscountrytrains

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Notes to editors:

The survey of 2,000 rail users was conducted by online research specialists One Poll in September 2011.

An 'm-ticket' is an advance ticket which is delivered electronically to a mobile device

CrossCountry started operating on 11 November 2007. The franchise, which is the most extensive in the UK, will run until 31 March 2016. For further information on CrossCountry services and future franchise plans log on to www.crosscountrytrains.co.uk

Arriva is one of the largest private sector providers of passenger transport in Europe, employing more than 43,500 people (including share of associate companies) and providing more than one billion passenger journeys every year.

Arriva provides transport services including buses, trains, commuter coaches and water buses, and operates in 12 European countries: Czech Republic, Denmark, Germany, Hungary, Italy, the Netherlands, Poland, Portugal, Slovakia, Spain, Sweden and the UK.

CrossCountry facts and figures:

STATIONS SERVED: 118

ROUTE MILES: 1,478

WEEKDAY SERVICES: 295

PASSENGERS CARRIED: Over 30 million passenger journeys a year

ANNUAL TRAIN MILEAGE: Approximately 16 million

EMPLOYEES: Approximately 1,600

LONGEST TRAIN SERVICE: 08.20 Aberdeen to Penzance (774 miles)