

# Press Release

26 January 2009

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## **NEW M-TICKET AND MOBILE SITE KEEPS CROSSCOUNTRY AHEAD**

CrossCountry has announced a pioneering trial of its latest easy way for customers to buy their CrossCountry Advance Purchase tickets online and have them sent directly to their mobile phone.

The new quick and simple 'm-ticket' is a convenient, cost effective and eco-friendly way to purchase CrossCountry journeys between York and Edinburgh, including intermediate journeys.

Buying an m-ticket is easy. Visit [crosscountrytrains.co.uk](http://crosscountrytrains.co.uk) to book a train ticket as normal, sign up via the 'm-ticket' icon and the train ticket, which will include a security barcode, journey details and the customer name, will be sent immediately to your mobile phone as an MMS message.

CrossCountry also offers a special version of their website for mobile browsing, making it simpler for customers to get the information they need whilst using mobile phones, PDA, BlackBerry® smartphone or Apple iPhone. The mobile site, [m.crosscountrytrains.co.uk](http://m.crosscountrytrains.co.uk), includes live travel updates, ticket booking, a timetable download application and latest news, all in short, simple formats making it easy to read and browse whilst travelling.

David Watkin, CrossCountry's Commercial Director said; "Our new m-ticket trial is yet another step forward for CrossCountry as it helps simplify the ticket buying process."

"Early customer feedback has been positive and comments from our customers have been vital to help us improve the service. People now expect to do so much more whilst on the move and we want to meet that expectation. We hope the trial will prove successful to enable us to roll out our m-ticket product across all CrossCountry services.

David added; "Accessing up-to-date travel information on the move is vital in today's fast-moving world so launching our mobile website which is suitable for mobile browsing makes CrossCountry more accessible, open and welcoming. This is another customer benefit that will evolve throughout 2009 and help guarantee that CrossCountry continues to put the customer first."

CrossCountry's m-ticket trial will continue until further notice and customers must produce a payment card as proof of ID and validation of ticket.

To receive an SMS with a link to the CrossCountry website text "XC WAP" to 82088.

ENDS

**Please find notes to Editors, CrossCountry facts and figures below.  
For more information feel free to contact us on 0121 2006115 or by email to  
[communications@crosscountrytrains.co.uk](mailto:communications@crosscountrytrains.co.uk)**

## **Notes to editors**

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](http://www.crosscountrytrains.co.uk)

CrossCountry is part of the Arriva group which operates transport services in twelve European countries, employs more than 40,000 people and provides more than one billion passenger journeys every year. For more information about the Arriva group visit [www.arriva.co.uk](http://www.arriva.co.uk)

### **CrossCountry facts and figures:**

STATIONS SERVED: 118

ROUTE MILES: 1,654

WEEKDAY SERVICES: 293

PASSENGERS CARRIED: Over 30 million passenger journeys a year anticipated

ANNUAL TRAIN MILEAGE: Approximately 16 million

EMPLOYEES: Approximately 1,700

LONGEST TRAIN SERVICE: (SX) 08.20 Aberdeen to Penzance (699 miles)