

**Tuesday 7<sup>th</sup> August 2007**

**Embargoed**

## **Chiltern Railways mobile phone ticketing first doubled across network**

Chiltern Railways are more than doubling the availability of mobile phone tickets across their route.

The daily quota of tickets has been increased from 490 to 1010, with an allocation of new ticketing options introduced from Birmingham, Banbury, Bicester North and Great Missenden.

This is the first time mobile phone ticketing has been available on the line between London Marylebone and Great Missenden. It will also be the first time that we have used this option on a peak service train. Passengers from Birmingham will be able to buy a mobile phone ticket on the 0745 from Birmingham and the 1600 from London Marylebone to Birmingham.

To meet these new opportunities a new pricing structure will come into place. Single fares will range from an even lower £4 through to £25 for the morning peak departure. All the new prices will still offer a significant saving over the equivalent 'walk up' fare.

Passengers receive their ticket in the form of a barcode sent directly to their mobile phone by an SMS text message. Staff on board the train and at London Marylebone station will be able to check the 'mobile ticket' with special barcode scanners.

The next stage is mobile phone to mobile phone ticketing and integrating the current print @ home and txt 2 mobile projects to give passengers the choice of how they fulfil their ticket.

Neil Micklethwaite, Commercial Director at Chiltern Railways said: "We continue to be delighted with the popularity of mobile ticketing, both amongst staff and passengers.

"Over 17000 people have now travelled with Chiltern Railways using mobile tickets but the most common request has always been to extend the scheme to more trains.

"With over 1000 tickets available each day, the age of the mobile ticket really is upon us!"

The expansion of the scheme follows the popularity amongst staff and passengers, with over 95% of polled users happy to recommend to a friend.

Bob Standen, who commutes from Leamington Spa to London Marylebone and is a regular Chiltern E-day passenger said: "I love purchasing the E-day mobile phone ticket because it is convenient and I don't have to queue up at the ticket office.

"I'm very pleased to hear about the expansion as it increases the chance of being able to buy an E-day ticket for the trains I prefer."

YourRail Director, David Gillick said: "Since January, Chiltern Railways, together with YourRail, has supplied British rail passengers with tickets delivered to their mobile phones. We are the first to do this.

David added: "In the future we'll achieve another 'first' when Chiltern's customers will also be able to purchase their mobile tickets directly from their phones in addition to the web."

Cubic Transportation Systems who have supply the gate technology have long been at the forefront of innovation when it comes to fare collection and validation systems across the world, including providing the technology to TranSys that delivered Oyster to Transport for London.

Cubic Transportation Systems Business Development Manager, Rob Hughes said: “We are looking very keenly at the results of this trial as it moves forward into the next stage. It’s very interesting to see how far the technology behind this mobile phone ticket can go into the future.”

Mobiqa CEO, Iain McCready comments, “Mobiqa are excited to be working on this initiative with their partners and look forward to evolving the UK’s rail transport ticketing system.”

ts.com Sales and Marketing Director, David Oates said: “We are delighted to be working with Chiltern Railways on this mobile ticketing innovation. We are continuously working with our clients to provide them with innovative ticketing solutions that meet the needs of their business and improve the service they can offer their own customers.”

**Highlights of Expansion:**

- Extra trains have been added, including a peak journey at 0745 from Birmingham and 1600 back from London Marylebone.
- There are new E-Day trains between London Marylebone and Bicester North, enabling people to spend the day at Bicester Village.
- Tickets will be available on the 0915 from Banbury to London, giving an earlier off-peak arrival into London than at present.
- The 2354 London to Banbury also becomes as E-Day train, enabling a later departure from London than is currently available.
- The Aylesbury to London via Amersham route also gets its first allocation of tickets with the introduction of 4 E-Day trains each way between Great Missenden and London Marylebone.

- A new pricing structure will come into place, with single fares ranging from an even lower £4 through to £25 for the morning peak departure. All these prices still offer a significant saving over the equivalent 'walk up' fare.
- 660 of the 1010 tickets on a weekday will cost £5 or less.
- 3540 out of 5450 tickets (65%) per week will cost £5 or less.
- Current sales of tickets since January have now topped 15000.

**Ends**

**For further media information please contact the Chiltern Railways press office on 0207 3333125 or [emma.gascoigne@chilternrailways.co.uk](mailto:emma.gascoigne@chilternrailways.co.uk).**

**Visit: [www.chilternrailways.co.uk](http://www.chilternrailways.co.uk)**

### **Notes to Editors**

1. YourRail Ltd is a Yorkshire-based business supplying integrated solutions to train companies and other retailers.
2. Cubic® Transportation Systems, Inc. is the world's leading turnkey solution provider of automated fare collection systems for public transport including bus, bus rapid transit, light rail, commuter rail, heavy rail, ferry and parking.
3. Mobiqa has powered the mobile ticketing for hundreds of live events, sporting and promotional campaigns around the world, demonstrating the countless advantages mobile ticketing technology has over traditional paper tickets.
4. ts.com offers a simple and cost effective ticketing solution enabling you to market and sell your tickets, maximising sales and reaching new customers. We supply ticketing solutions for festivals, travel, events. eventsts.com offers a simple and cost effective ticketing solution enabling you to market and sell your tickets, maximising sales and reaching new customers. We supply ticketing solutions for festivals, travel, events, sports, visitor attractions, parking and many more.
5. You'll be asked to register your mobile phone details before buying a mobile ticket as barcodes are phone make/model-specific
6. The website has full timetable information, as well as a summary of Chiltern Railways' great value fares, such as the E-day ticket. Tickets can also be booked online. Passengers can also check for service information at their local staffed stations or by calling the Chiltern Railways enquiry line on 08456 005 165 (07:00hrs to 20:00hrs).
7. All Chiltern Railways' Clubman trains are undergoing a £6 million refurbishment due to be completed by Autumn.
8. Chiltern Railways is owned by M40 Trains. All shares in M40 Trains are owned by John Laing plc through Laing Rail Ltd.