

# PRESS RELEASE

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## Arriva Bolsters Luton & Dunstable Busway Services

Luton & Dunstable's already successful Busway is to receive a major boost this May as Arriva unveils a number of big improvements that will see customers get from A to Z more easily than ever before.

Having recognised the network's growing popularity with passengers since its initial launch in 2013, Arriva is hoping to make travelling on the Busway even better by strengthening its services and offering more regular links to locations throughout the local area.

From 1<sup>st</sup> May, services to Busway Routes A and Z will both increase to five buses per hour with an improved evening and Sunday frequency. Furthermore, with Arriva's new A-Z ticket, which will be valid on the entire length of both routes, customers will find hopping on and off anywhere on the Busway network a simple and stress-free experience.

Passengers travelling to and from Houghton Regis benefit from a very regular service, with access to up to 10 buses per hour. This will offer people faster, more flexible links to both Dunstable and Luton town centre, the Luton & Dunstable Hospital, local railway hubs and the London Luton Airport. Not only will these buses be more frequent than customers may have previously been used to, but they will also be more stylish and comfortable too with the introduction of with E-leather seating and free on-board Wi-Fi.

Linsey Frostick from Arriva explained: "The Busway has been brilliant for customers across Luton Dunstable and Houghton Regis, and has given local communities a hassle-free, affordable travel alternative that they can totally rely on.

"Having said that, we know we can do more, and we are committed to bettering bus travel in any way we can. By increasing our services, improving our interiors and introducing the flexible A-Z





ticket which gives customers unlimited travel across the Busway network, we are making the bus an even more attractive option for anyone wanting to travel across the area.”

The Luton Busway A-Z ticket will cover the entirety of the network for as little as £15 per week for unlimited travel.

For further information about local services, or to plan your journey visit [www.arrivabus.co.uk](http://www.arrivabus.co.uk)

**Ends.**

