

## PRESS RELEASE

### Arriva Yorkshire

5<sup>th</sup> January 2017

## **TRAVEL FREE ON ARRIVA'S 268A ROUTE!**

Local bus company, Arriva Yorkshire is helping customers beat their January blues by giving away free bus travel this New Year. Customers living on the 268A route will get a West Yorkshire day ticket delivered straight to their door, complimentary of Arriva Yorkshire. To claim the free days travel, customers must simply fill out the voucher explaining what they will be using the bus for this January. What's more, all vouchers will be entered into a prize draw to win £200!\*

The MAX 268/268A route facilitates quick, direct links at low cost prices into Bradford, Cleckheaton, Heckmondwike, Dewsbury, Ossett and Wakefield. It also offers customers free Wi-Fi, journey planning technology and e-leather seats.

Jon Croxford, area managing director, for Arriva Yorkshire said: "Here at Arriva Yorkshire we are committed to providing the best possible journey that we can for our customers; which is why we are giving away free travel, so passengers can hop on board and experience this for themselves. Bus travel has never been easier, so why not take the hassle out of driving and explore some of the fantastic places on board our MAX 268A route this January!"

\*For more information and all terms and conditions visit: [www.arrivabus.co.uk/268A](http://www.arrivabus.co.uk/268A)

**Ends.**

**For further press information and images please contact:**

Jessica Mills

Marketing Communications Manager

01924 231352

millsj@arriva.co.uk

**For media enquiries outside of office hours, Arriva can be contacted via its 24-hour media pager service on 07623 920 615.**

#### **Notes to Editors**

27,429 free travel vouchers will be distributed to customers who live on route the 268A service. The vouchers will go live at 08:00am on 16th January 2017 and will expire at 00.00 on the 3rd February 2017. Vouchers received after this time will not be accepted.

For further timetable and service information please visit [www.arrivabus.co.uk](http://www.arrivabus.co.uk)

Customers can buy tickets at their own convenience at [www.arrivabus.co.uk/yorkshire](http://www.arrivabus.co.uk/yorkshire) or via the Arriva Mobile Ticketing App, where they can also live track their bus by GPS to ensure a minimal wait at the bus stop.

Arriva UK Bus is part of Arriva plc, one of the largest passenger transport providers in Europe, employing some 54,500 people and delivering more than 2.2 billion passenger journeys across 14 European countries every year. It currently operates a fleet of some

5,900 vehicles in the UK alone, providing services in the North East, North West and South East of England, Yorkshire, the Midlands and Wales.

In 2010, Arriva was acquired by Deutsche Bahn, and is now responsible for the growth and development of all Deutsche Bahn's regional passenger transport outside of Germany.



Arriva Yorkshire were announced as UK Bus Operator of the Year for 2015.