

## PRESS RELEASE

### Arriva Yorkshire

16<sup>th</sup> January 2017

## Save BIG with Arriva Yorkshire this Year!

Local bus company, Arriva Yorkshire, is reaching out to those customers who have been left feeling the financial squeeze after Christmas and showing them how they can make big savings this year. What's more, across 2017 Arriva Yorkshire will be giving away over £800\* worth of free travel! To be in with a chance of winning customers simply need to purchase a Weekly or 4-Weekly ticket this year, and enter code 117. They will then be automatically entered into a prize draw every month to win a month's free travel!

Even if you don't win, by planning in advance customers could still save over £1000\*\* a year. Arriva Yorkshire has a choice of money-saving multi-journey tickets, both Weekly and 4-Weekly, offering great value to customers in the Yorkshire area. When compared to a West Yorkshire Day Saver at £4.80 a day for unlimited travel, buying a West Yorkshire Weekly ticket, would save you £15.60 a week, if you travelled every day. In comparison, buying a West Yorkshire 4-Weekly ticket would save you £64.40 over 4 weeks if you travelled every day on an Arriva bus.

The savings don't stop there! Compared to a Yorkshire Day Saver at £5.60 a day for unlimited travel, buying a Yorkshire Weekly ticket, would save you £18.70 a week if you travelled every day; whereas, buying a Yorkshire 4-Weekly ticket would save you £82.80 if you travelled every day on an Arriva bus.

Jon Croxford, area managing director, for Arriva Yorkshire said: "Bus travel has never been easier, so why not beat the January blues and start 2017 with more in your pocket! Here at Arriva Yorkshire we are committed to providing the best possible journey experience for

our customers. This is why we are asking customers to check out what they can save this year, so they can hop on board for less and discover what benefits the bus has to offer for themselves.”

\*Based on 12 Yorkshire 4-Weekly tickets priced at £74.

\*\*Based on purchasing a Yorkshire Day Saver, priced at £5.60, 363 days a year, minus the cost of 13 Yorkshire 4-Weekly tickets priced at £74.

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

**Ends.**

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

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**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**

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.