**28 FEBRUARY 2018**

**Ditch the car thanks to Virgin Trains’ new ‘Mighty Fine 29’ capped fares between Leeds and London**

* *Customers will never pay more than £29\* each way between Leeds and London for a Standard Advance ticket purchased one week before travel*
* *Available on ALL direct trains between 10am to 3pm, Monday to Saturday*
* *Forget the car to travel in style and comfort for less*

Virgin Trains has launched its first ever capped fares of £29\* between Leeds and London, meaning customers can bag a bargain when buying up to a week in advance. With immediate effect, Virgin Trains on the east coast will launch the first scheme of its kind to its customers travelling direct between Leeds and the capital.

With the new capped fare, Leeds and London customers will never pay more than £29\* each way up to one week before travel for a Standard Advance journey between Leeds and London when travelling Monday to Saturday, during 10am to 3pm. The capped fare can be used on direct services from London or Leeds, and is also available to customers travelling to and from Wakefield.

This means travelling in style and comfort with Virgin Trains for romantic getaways, shopping treats and theatre visits have never been easier or more affordable. So you can start planning your trips now. No matter what occasion you’re getting away for, Virgin Trains has made it cheaper to ditch the car for customers travelling direct between Leeds and London.

The capped fare can also be used in conjunction with Railcard discounts, allowing the already price savvy travellers even bigger savings. All tickets must be bought one week before travelling and are subject to availability.

Suzanne Donnelly, Commercial Director for Virgin Trains’ east coast services, said: “We’ve launched this fantastic capped ticket deal to make sure our customers know exactly what they’re paying and can save money. With our new offer, customers will never pay more than the capped rate for a Standard Advance ticket when purchased a week before giving them an even better reason to get those well-earned getaways in the diary.

“On top of the saving, customers can also enjoy all the comforts of travelling with Virgin Trains, such as great food, free Wi-Fi, power sockets, and our onboard entertainment service, Beam, where you can catch up on your favourite movies and box sets.”

To find out more about buying before with Virgin Trains, visit [[www.virgintrainseastcoast.com/29](http://www.virgintrainseastcoast.com/29)](http://www.virgintrainseastcoast.com)

**ENDS**

**Notes to Editors**

**\*** Leeds/Wakefield to London, £29 each way on all direct Virgin Trains Standard Advance tickets purchased up to one week before travel

Travelling Monday to Saturday, between 10am and 3pm

Subject to availability

**About Virgin Trains:**

Stagecoach and Virgin are working in partnership to operate the East Coast and West Coast inter-city routes under the Virgin Trains brand. Together, they are on track to revolutionise rail travel across the UK.

The combined network connects some of the nation’s most iconic destinations including Glasgow, Liverpool, Birmingham, Manchester, Edinburgh, Newcastle, Leeds, York and London.

Virgin Trains is committed to delivering a high speed, high frequency service, offering shorter journey times, more comfortable travel and excellent customer service. Customers consistently rate Virgin Trains as one of the top long-distance rail franchise operators in the National Rail Passenger Survey (NRPS) commissioned by industry watchdog, Transport Focus.

On the East Coast route, £140m is being invested to create a more personalised travel experience. We have already invested over £40m in our existing fleet, including £21m refurbishing the interiors and £16m towards improving the engines of our trains. Customers can now benefit from 42 additional services between Edinburgh and London every week, and an extra 22 Saturday services between Leeds and London – a total of 1.74 million additional seats since May 2016. 2018 will see the introduction of completely new Azuma trains being built in the UK by Hitachi.

The West Coast route has a proud record of challenging the status quo - from introducing tilting Pendolino trains, to a pioneering automated delay repay scheme and becoming the first franchised rail operator to offer m-Tickets for all ticket types.

Working together, the partnership railway of the public and private sectors has published a long-term plan, called In Partnership for Britain’s Prosperity, to change and improve Britain’s railway. The plan will secure almost £85bn of additional economic benefits to the country and contains four commitments which will see rail companies: strengthen our economic contribution to the country; improve customers’ satisfaction; boost the communities we serve; and, create more and better jobs in rail. For more information go to [Britain Runs on Rail](http://www.britainrunsonrail.co.uk/?gclid=CjwKCAiAr_TQBRB5EiwAC_QCq9OA-y_Al1Voo4ZvYjMvSBs86kuvjZLD8MfFvnOUU9UeVZ1T5CObLRoCasIQAvD_BwE).

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Press Office: 0845 000 3333.