**Embargo 00.01 8 July 2017**

**Upgrade with Virgin Trains’ First Class seat sale**

* *100,000 discounted First Class tickets up for grabs for east coast journeys*
* *£20 for Leeds to London and as little as £40 for Edinburgh to London*
	+ *Discounted tickets will be available to book from 10:00 on July 12 2017*

Travel in style this summer with Virgin Trains with its First Class seat sale along the east coast route. Starting Wednesday July 12, more than one hundred thousand tickets will be up for grabs for travel between July 22 and September 22 2017\*, for single journeys between London King’s Cross and Leeds, York, Newcastle and Edinburgh, and many more destinations.

With First Class tickets including complimentary food and drink, reclining leather seats, additional legroom and the second-to-none service expected across all Virgin Trains, it’s a great opportunity to make summer journeys extra special. What’s more, the tickets include access to Virgin Trains’ First Class lounges at selected stations – complete with modern workstations, WiFi, relaxation areas and refreshments to refuel and indulge.

Discounted First Class fares include the below Advance **Single** tickets:

* London King’s Cross to Leeds; originally from £43.50, now £20 – each way
* London King’s Cross to Newcastle; usually from £54.50, now £30 – each way
* London King’s Cross to Edinburgh; usually from £58.50, now £40 – each way

David Horne, Managing Director at Virgin Trains on the east coast, said: “Our First Class service is extremely popular so we’re delighted to offer these tickets, for a limited period, at such a special price. Befitting of the beautiful locations on our route, the First Class experience includes the perks you would expect of Virgin Trains brand – a delicious menu, increased comfort, free WiFi and even mood lighting. It’s a fantastic offer, so make sure you’re quick – they’re likely to sell out fast.”

Discounted tickets will be available to book from 10:00 on July 12 2017 only at [www.virgintrainseastcoast.com/first-class-sale](http://www.virgintrainseastcoast.com/first-class-sale)

**ENDS**

\*Terms & Conditions

* For travel on Virgin Trains East Coast services only
* This offer is not available for travel with Virgin Trains along the west coast mainline
* Travel is from 22 July to 22 September 2017, excluding 24-28 August 2017
* Book by midnight on 15 July only at [virgintrainseastcoast.com/first-class-sale](http://virgintrainseastcoast.com/first-class-sale)
* At least 100,000 First Class fares will be made available for across the travel period and are subject to availability
* This sale does not include journeys to/from calling points north of Edinburgh
* Limited availability on peak services and on services running between Edinburgh and London throughout August
* No other offers or discounts can be applied, including Railcards or child discounts
* No changes, no refunds and no break of journey permitted
* Sale tickets cannot be purchased on the day of travel.

**Notes to Editors**

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 £21m to completely revamp our existing fleet and customers can now benefit from 42 additional services (22,000 extra seats) per week between Edinburgh and London. 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.

Visit the Virgin Trains Media Room - [virgintrains.co.uk/about/media-room](http://www.virgintrains.co.uk/about/media-room) - for the latest news, images and videos. Subscribe [here](http://www.mynewsdesk.com/follow/47939) for regular news from Virgin Trains.

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