**VIRGIN TRAINS STOPS LOST LUGGAGE IN ITS TRACKS**

Virgin Trains is launching a trial of an innovative new service that could spell the end of lost luggage. The introduction of HomingPIN™ to Virgin Trains marks the first time in the world that a railway operator has adopted the lost property recovery system to reunite customers with their belongings.

The revolutionary HomingPIN™ puts customers’ minds at ease, removing the worry of losing something important by safeguarding their belongings while on the move. The handy system works on whatever the customer chooses to protect, from phones, cameras and wallets through to passports, keys and bags.

Up to one thousand Virgin Trains’ customers will take part in the trial, with each receiving a unique PIN code to register on the secure website, HomingPIN.com, together with a phone number and email address, which are never shared. Customers also receive a luggage loop, key ring and a set of labels – each with their unique code printed on – which can be attached to their possessions.

If a lost item is found by a member of Virgin Trains staff or member of the public, they simply enter the PIN code on the website, which is then matched back to the owner. In just a few moments, a text message or email alert is sent to the property’s owner, who can then contact the finder to arrange the safe return of their belongings in a quick and convenient way.

The service will be available for those who contact Virgin Trains directly by calling customer relations on 03331 031 031 and will also be offered as a trial to JourneyCare customers, who have mobility impairment or other disabilities.

 Steve Tennant, Executive Director of Customer Service for Virgin Trains, said:

“Losing anything important, valuable or special to you can be a stressful experience – particularly when travelling. This new service is a really simple, reassuring solution which we hope will reassure our customers that their belongings are safeguarded if they are accidentally left behind. HomingPIN™ is a fantastic contribution towards returning items which have been misplaced or left on our trains and part of our approach to put the customer first. It follows our Teddy Tracker initiative which was introduced last year to ensure lost toys are returned to their rightful owners.”

 To find out more information visit [www.homingPIN.com](http://www.homingPIN.com)

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**About Virgin Trains**

Virgin Trains is the brand name of Virgin Rail Group (VRG), which is owned by Virgin Group (51%) and Stagecoach (49%). Virgin Trains has operated the West Coast passenger train franchise since 1997, serving key UK cities including London, Birmingham, Manchester, Liverpool and Glasgow. In June 2014 the Department for Transport (DfT) awarded VRG a new franchise until at least April 2017.

Virgin Trains is committed to delivering a high speed, high frequency service, offering shorter journey times, more comfortable travel and excellent customer service. We provide the most frequent long-distance rail service in Europe (London - Manchester and London – Birmingham, both every 20 minutes).

Since 1997, Virgin Trains has introduced over 70 new trains at a cost of £1.5 billion. The service carries more than 34.5 million passengers a year and Virgin Trains employs approximately 3,290 staff.

Virgin Trains customers consistently rate the company as one of the top long-distance rail franchise operators in the National Passenger Survey (NPS) commissioned by industry watchdog “Passenger Focus”.

Visit the Virgin Trains Media Room - [www.virgintrains.co.uk/mediaroom](http://www.virgintrains.co.uk/mediaroom) - 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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