

PRESS RELEASE

Paris, July 4th 2012

SNCF LAUNCHES ITS FIRST COACH SERVICE: iDBUS RE-INVENTING LONG-DISTANCE COACH TRAVEL

On the 23rd of July SNCF is launching iDBUS, a truly innovative travel initiative designed to reinvent long distance coach travel in Europe.

iDBUS will offer a new model of high quality coach travel, operating long distance journeys departing from London to Paris as well as from Paris and Lille to Northern Europe. This offer will be different to anything else on the market and is designed to meet the increasing and changing demands for sustainable and affordable travel in Europe.

IT'S TIME TO CHANGE PEOPLES PERCEPTION OF COACH TRAVEL

Building on excellent facilities at well connected stations such as London's Victoria Coach Station and the Bercy Train Station in Paris, **iDBUS** offers exceptional levels of on board comfort, service and safety. As well as the obligatory toilets and air conditioning the brand new vehicles will have free Internet access, electric plug points, reclining and laterally movable seating, adjustable footrests, tables for laptops and tablet devices, individual lighting and two 19 inch TV screens.

Customers will be provided with real time information before, during and after the journey using the very latest tracking and information technology.

iDBUS' handpicked drivers have received an intensive training programme in safety and customer service and at some designated stations additional **iDBUS** staff will be on hand to provide help with luggage and information. The fully trained drivers, known as the 'Captains' onboard, speak both English and French.

The safety features of the vehicles are very impressive with all the coaches fitted with three point seat belts and the most advanced vehicle safety systems to support **iDBUS** drivers.

All our vehicles are fully accessible to mobility impaired customers with automated wheelchair lifts giving access to a reservable wheelchair space.

PRESS CONTACTS

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EASY BOOKING BY INTERNET OR BY PHONE

Customers can choose exactly which seat they would like on **iDBUS** to avoid a rush to find seats together for friends or family. Tickets can be purchased on the easy-to-use website **www.iDBUS.com** as well as by telephone from the **iDBUS** Call Centre (0844 369 0 379 - 5p/min. plus network extras) which is open Monday to Saturday from 08:00 to 21:00, from the 11th July.

SIMPLE PRICE STRUCTURE

iDBUS has responded to the strong demands from customers for a simple, easy to understand pricing structure.

Their prices will be fixed over a six month period to take away any uncertainty as to how much customers will pay. There will simply be three price bands, complemented by occasional promotional fares and by a strong Group fare targeting car drivers, offering four tickets for the price of three.

Details of all of the **iDBUS** prices will be available on the website from the 11th July - standard fare between London and Paris will be £45 / 49€ and between London and Lille £37 / 39€.

A NEW OFFER THAT MEETS THE MOBILITY NEEDS OF EUROPEAN MOTORISTS

SNCF has researched in great detail the travel needs of Europeans who wish for greater mobility without having to rely on the car, which still represents around 50% of journeys on routes served by **iDBUS**.

The **iDBUS** service provides a real alternative way to travel, which is safer, cheaper and more enjoyable than travelling by car!

END

About SNCF:

With offices in 120 countries, 245,000 employees and more than 30 billion euros turnover, SNCF is one of the leading players in the field of global transportation and logistics. From its origin, the French national railway with a public services responsibility, SNCF expands its range of transport options further, to offer flexible mobility to its customers. More information on www.sncf.com.

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