



Blackpool Transport Services Ltd
trading as Metro Coastlines

Rigby Road, Blackpool, Lancashire, FY1 5DD

Shortlisted for the UK Bus Awards in 2005 & 2006

PRESS RELEASE

Millionth smartcard users

Maureen and John Godfrey of South Shore, Blackpool, are the lucky winners of a Marks & Spencer hamper to celebrate being the one millionth user of a NoW smartcard since the world's first ITSO Smartcard scheme went live here in Blackpool in September. That's right - a million bus & tram journeys in Blackpool by local OAPs in the past 3 months, successfully processed by the most advanced ticket system in the world - a massive success, where Blackpool literally leads the world. Maureen and her husband John are regular users of Metro Line 5 and were delighted with the award - and with their bus service.

The ITSO Smartcard is a leading edge electronic system that replaces cash and traditional passes on buses. Developed over several years, it is an international protocol which will be used by every bus company in Lancashire over the next few months - and many others across the UK and abroad. Metro Coastlines has been at the forefront of introducing this technology in order to run the new concessionary travel arrangements for Lancashire's OAPs. With a million journeys logged, the system is now well proven and many other places will start using ITSO Smartcards in the next few months.

Metro Coastlines operate over 200 buses and trams on a high frequency network of services throughout the Fylde - many of them running every ten minutes. All accept the NoW Smartcard.

For more details contact Oliver Howarth at Metro Coastlines on 0798 502 6585

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