Great Western Railway

Moving Forward with GWR

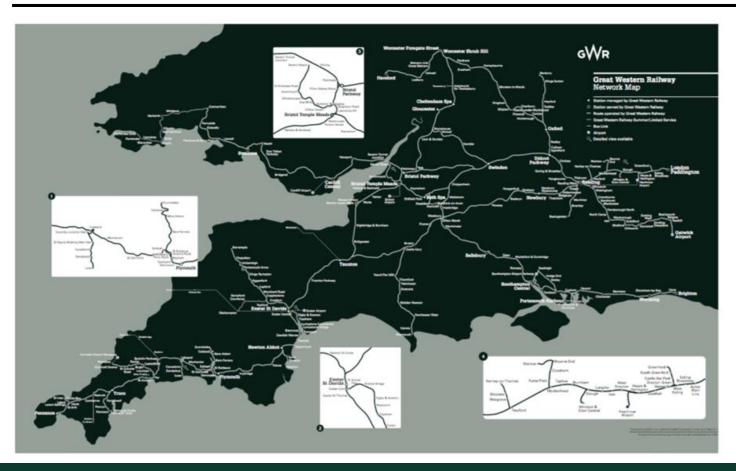
Revaluing Rail in the Hearts and Minds of the Travelling Public

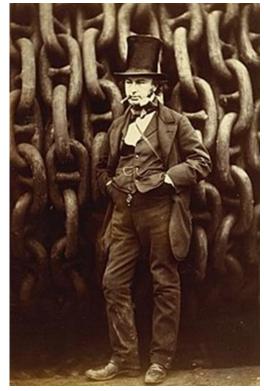
Amanda Burns, Head of Marketing & Sales



Great Western Railway's Story









This Year

Highest Train Fleet Satisfaction Ever Achieved (97%)











This Year Infrastructure Improvements

Depots

- Long Rock, upgraded train maintenance depot opened
- Exeter St Davids depot started construction

Car Parks

Truro expanded car park opened

Station Upgrades

- £26m funding package announced by Plymouth City Council for Plymouth Station
- St Erth, Exmouth Booking Hall and Exeter St Davids Concourse
- Wifi rolled out across Cornish stations and select stations in Devon
- Two new sleeper lounges in Truro and Penzance





Looking Forward Transformation in 2019

Completing Fleet Rollout

- Intercity Express Trains target to complete Spring 2019
- Completion of West local fleet cascade providing additional capacity across Devon and Cornwall
- Introduction of more Castle Class Cardiff to Penzance route
- Completion of Night Riviera Sleeper upgrade

Timetable changes

- Delivering improved journey times, frequency and capacity for passengers in Devon and Cornwall
- Cornish mainline upgrade: Additional train every hour Plymouth to Penzance, many operating through to Exeter, operated by Castle Class trains

Up to 24% extra capacity

London to Penzance 14 minutes quicker

London to Plymouth 6 minutes quicker



Looking forward Improving Customer Experience

Ticketing

 Rolling out Smart tickets - journeys between Truro,
 Plymouth, Exeter Central, Exeter St. Davids and Newton Abbot

Infrastructure Improvements

- New car parks planned at Taunton, St. Erth
- Plymouth Station upgrade including new car park and improved public realm



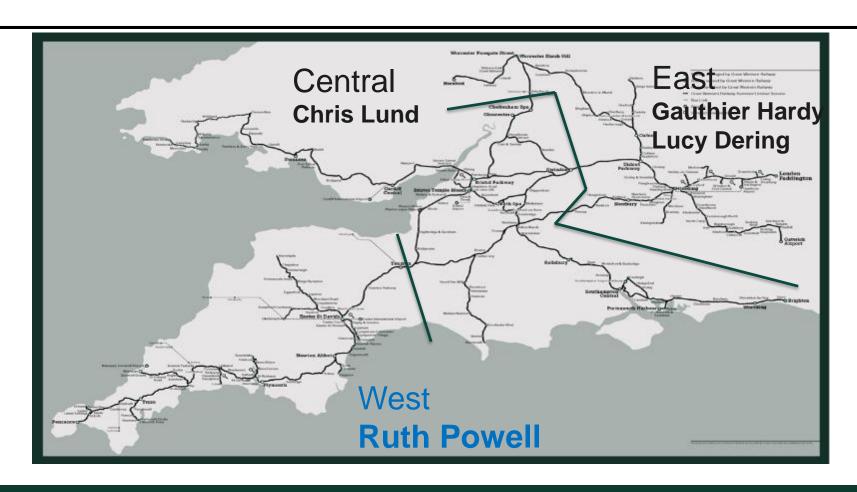
Marketing

Accelerating Business Growth Through Brand Fame





Regional Marketing Team More Local Focus and Support



Regional Marketing Partnerships





Regional Marketing Working with Local Partners



MTV PRESENTS: OCEAN CITY SOUNDS 26 – 27 July









Regional Marketing How we can work together

- Dedicated Regional Marketing Managers
- Champion your destinations within GWR
- Share opportunities to collaborate
- Support local events
- Access to GWR channels
- Campaign Partner pack
- Ticket allocation and Fam trip opportunities
- Priority over station posters estate
- Regular business updates





GWR