

- New products – some new product prices will be reducing compared to the products they replace (e.g. Stagecoach Silver will cost £17 (or £16 if purchased in advance) compared to the previous ticket priced at £19 per week.
- Differential pricing – this will be introduced on weekly and four weekly tickets which means that the on-vehicle price is typically £1 more than the pre-purchase off-vehicle price.
- Evening Rider and Five for a Fiver products – prices are frozen and Five for a Fiver tickets are now available from 5pm on Fridays as well as all day Saturday and Sundays. no changes made.

A full list of the products and prices can be found on the attached document 'Day and Week Product Table Jan 2020'

How are these changes being communicated to customers?

Stagecoach will be advising customers of these changes from Wednesday 11 December via their usual channels:

- Leaflets and posters and vinyls on buses
- Online at stagecoachbus.com/
- E-mails/newsletter to customers/Wi-Fi users/app users
- Press releases/radio ads
- Social media - @StagecoachBus, @StagecoachYrks

SYPTTE will be sharing any messages via our via our social media channels.

It would be appreciated if you could help us to make as many people as possible aware of these changes.

Kind regards

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