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## London Northwestern Railway offering half price travel for World Car Free Day

London Northwestern Railway (LNR) is encouraging motorists to ditch the car and take the train this World Car Free Day by offering 50% off tickets booked in advance.

For today only (22 September), drivers can secure one of 10,000 promo codes unlocking half price fares for an advance LNR return journey, redeemable up until 22 October. This includes trains running from Liverpool, across the West Midlands and to London Euston.

One train journey from Birmingham to London saves an average of 80% of carbon emissions (kgCO<sub>2</sub>e)\* in comparison to taking the car, yet there are still over 41 million cars on the road in the UK. Therefore, LNR is asking drivers to pledge they'll use the discounted fare on a trip they'd typically take the car for.

Jonny Wiseman, customer experience director at London Northwestern Railway, said: "World Car Free Day encourages motorists to take a break from the car for one day a year to demonstrate what a world without traffic and air pollution might look like.

"We want to encourage drivers to go one step further and commit to swapping a car journey for a trip on the train in the next month, so we're giving away thousands of 50% off promo codes to anyone who makes the pledge."

This year marks the 25th Anniversary of World Car Free Day, which first launched in 2000 when the European Commission initiated a Europe-wide car-free-day campaign. The initiative aims to ease congestion and improve air quality by promoting public transport, cycling and walking as alternative methods of travel.

With a limited number of discount codes available, drivers should act quickly to secure their savings by visiting [www.lnr.uk/sale](http://www.lnr.uk/sale).

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\*Calculated using [National Rail's carbon calculator](#) between Birmingham New Street and London Euston. Taking the train is on average 4.06kgCO<sub>2</sub>e, taking the car is on average 20.23kgCO<sub>2</sub>e.

**About London Northwestern & West Midlands Railways**

For further information on this release, email [press.office@wmtrains.co.uk](mailto:press.office@wmtrains.co.uk)

London Northwestern & West Midlands Railways operates both West Midlands Railway and London Northwestern Railway services.

- **London Northwestern Railway** services operate between Liverpool and Birmingham, and on the West Coast Main Line to and from London Euston.
- **West Midlands Railway** services operate to destinations across the West Midlands via Birmingham New Street and Birmingham Snow Hill.

For more information on these services visit [westmidlandsrailway.co.uk](http://westmidlandsrailway.co.uk) or [londonnorthwesternrailway.co.uk](http://londonnorthwesternrailway.co.uk)

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