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**FOR IMMEDIATE RELEASE**

**BRITRAIL & ACP RAIL INTERNATIONAL – PERFECT TOGETHER:**  
**ACP RAIL RETAINS EXCLUSIVE BRITRAIL CONTRACT**

**MONTREAL, CANADA OCTOBER 15, 2008** ACP Rail International has retained its position as the exclusive worldwide marketing and sales organization representing the BritRail brand and the National Railways of Britain. The partnership with Britain’s Association of Train Operating Companies (ATOC), now nearly 10 years old, underscores ACP’s position as a leading specialist in connecting Europe’s railways to the world.

ACP Rail International was first appointed the exclusive, global BritRail distributor in April 2000 following a process of competitive tendering that attracted considerable interest from the travel trade in Europe and North America. The company won the contract based on its distribution and marketing philosophies – strengths that led to its reappointment this year. In renewing the contract for a further 3 years, ATOC also recognized ACP’s success in confronting and overcoming recent market challenges .

ATOC is responsible for the international marketing of Britain’s Railways. ACP fully appreciates ATOC’s need to fill seats on trains in Britain; it is uniquely qualified to help ATOC attain those goals by providing access to a global marketplace. In addition, ACP manages the entire BritRail marketing and sales process from ongoing BritRail product design and development, through pricing, to promotion and distribution, thereby sustaining the 40-year old brand’s preeminence in the marketplace.

ACP Marketing’s Vice-President and Managing Director of BritRail, Tim Roebuck, is especially gratified: his experience in selling and marketing Britain’s rail system goes back 25 years. “The continuing confidence shown in us by the National Railways of Britain and the Association of Train Operating Companies heralds the continuation of a mutually beneficial

relationship. ACP is fully committed to BritRail, which we consider to be the flagship brand of ACP's extensive and diverse product line."

ACP does not intend to rest on its well-earned laurels. The company will court further success as they continue to respond both to their customers' needs and changing travel habits by developing and introducing new BritRail products and maintaining the emphasis on service. Plans also include a new web-based booking engine – to be launched this winter and new websites for their valued partners. ACP anticipates additional growth, with new strategic rail and travel partners joining an impressive lineup that currently includes ATOC, Eurail, SJ, NSB, East and Japan Railways.

ACP Rail International, a division of ACP Marketing, which was established in 1994, is already a world leader in the marketing and distribution of European Rail products to travel agents, tour operators and consumers. ACP's major clients include Rail Europe, STA and VisitBritain.

Contact BritRail on 1 866 BRITRAIL or [www.agentbritrail.com](http://www.agentbritrail.com);

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