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GET ON BOARD AND MAKE A DIFFERENCE:

GO GREEN - GO BRITRAIL

JANUARY 2, 2008 NEW YORK, NEW YORK Your choice of transportation greatly affects the environment. That's a fact. All mechanized transport emits large amounts of Carbon Dioxide (CO₂), a green house gas that damages the Earth's climate. Britain's railways understand the need to help protect the environment. *Over the past 10 years, British train companies have reduced their average emission per passenger kilometer by approximately 22%.* They are committed to ensuring they remain one of the greenest forms of transportation. You can help.

Get on board with a BritRail Pass. BritRail is the most comfortable and efficient way of seeing the compact island of Britain; it is also the greenest. The BritRail Pass is the easiest and most economical way to go green. Over 18,000 daily train departures to more than 2500 fabulous destinations in England, Scotland, and Wales are accessible for one flat rate.

BRITRAIL'S ENVIRONMENTAL INITIATIVES :

In 2006, the train operating companies of Britain conducted an award winning Sulphur Free Diesel program which led to a reduction in harmful gases that trains emit. Now, they are taking this one step further by testing a blend of low Sulphur fuel with alternative fuels, such as biodiesel, which will decrease the trains' Carbon Foot Print even more.

A number of British trains now use Regenerative Braking. This new technology returns approximately 20% of the energy trains dissipate when braking back into the National Grid as re-usable energy. Initiatives are in place to apply this technology to Britain's entire fleet.

Train drivers are taking "Eco-Driving" lessons in simulators in order to learn how to maximize energy efficiency.

DID YOU KNOW THAT:

- Trains emit approximately 50% less harmful Green House gases per passenger kilometer than cars.
- A train will emit only ¼ of the gases compared to a plane traveling the same distance.
- The energy saved by Regenerative Braking technology is enough to provide power to 11,825 homes for a year or to brew 2.6 billion cups of tea.
- If UK internal flights were to be made by train instead, by 2015 between 118,000 – 362,000 tonnes of carbon and 18,000 – 58,000 tonnes of nitrogen oxides emissions could be avoided.

For more information on going green on BritRail, visit www.BritRail.com or call 1 866 BRITRAIL.