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London Northwestern Railway cuts car travel by 87,000 miles in bid to inspire greener journeys

London Northwestern Railway (LNR) has helped eliminate over 87,000 miles of car travel - equivalent to more than three trips round the globe - by encouraging commuters to choose rail over road.

To mark World Car Free Day on 22 September, LNR offered 50% off advance fares to motorists who pledged to swap their car journey for train travel.

Since the campaign's launch, participating drivers have collectively avoided 87,453 miles* of car travel - surpassing three times the Earth's circumference of 24,901 miles.

The shift has prevented an estimated 48.2 tonnes of CO2 emissions** - demonstrating the significant impact even a small change to travel habits can make.

Rail travel is up to five times greener than taking the car as trains emit far less pollutants per passenger-mile, helping to keep our air cleaner and our planet healthier.

Sumeer Chakuu, head of sustainability at LNR, said: "Sustainability is central to everything we do, so it's been really inspiring to see so many people choose a greener way to travel in the past month alone. Every journey shifted from road to rail helps to cut carbon emissions and ease congestion. This campaign is a powerful reminder that small everyday choices can collectively lead to meaningful change."

LNR is also taking steps to improve environmental sustainability across its network. In 2024, the company reduced its carbon emissions by an estimated 1338 tonnes through widespread initiatives such as replacing aging lighting with LED bulbs at more than two thirds of its stations and installing large solar farms at its train depots in East Birmingham and Buckinghamshire.

To find out more about the benefits of rail travel, visit LNR's [website](#).

*Calculated using data taken via web form about passengers start and end point of their usual car journeys. Only based on data from passengers who

redeemed their promo codes between 22 September and 21 October. Miles totalled as the crow flies.

**Calculated based on a petrol mid-range car using MyClimate's emissions calculator - https://co2.myclimate.org/en/car_calculators/new

About London Northwestern & West Midlands Railways

For further information on this release, email 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 or londonnorthwesternrailway.co.uk

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Press Contact

press.office@wmtrains.co.uk

0330 095 5626