

**NATIONAL EXPRESS APPEALS FOR FIFTY YEARS OF STORYTELLING**

An iconic British brand is appealing for help in telling its story as it marks 50 years on the road.

National Express is urging staff, customers and coach enthusiasts to get in touch with their memories from the last half decade and be part of a summer of celebration in 2022.

Chris Hardy, managing director of National Express UK Coach, explains: “We’ve clocked up 3.8 billion miles in the last 50 years. That’s a lot of journeys and a lot of people travelling with us; whether to see friends and family, get to university, go on holiday or attend events.

“We want passengers and staff, past and present, to get in touch with us with their stories. It could be a couple who met on the coach and fell in love, a driver who dealt with an unusual item of lost property, or one of the famous hostesses referenced in the classic Divine Comedy song.

“The average age of National Express coaches you see on the road today is only 3 and a half years old but we know there are some great examples of decommissioned vehicles out there and we’d also love to hear from heritage coach enthusiasts who have memorabilia or even a vintage coach in their collection.”

The submissions will be collected and archived and a selection will feature in an online storybook being created to mark the milestone. Other activities planned to mark the occasion include a 50 day giveaway, the publication of a commemorative hardback book and a number of events across the UK to share the history and showcase the modern coach travel of today.

Chris Hardy adds: “Coach travel has moved on immeasurably in the last fifty years. Journeys are quicker and more reliable, our coaches are safer and more comfortable than ever; and we’ve continuously invested to ensure we have the greenest fleet on the road.

“But what hasn’t changed is that we’ve always been all about people. I believe that’s a big part of why we’re still around and able to celebrate fifty years on the road and is something I’m immensely proud of. I’m excited to see what the future brings as we rebuild after a difficult two years and can’t wait to hear what stories are submitted.”

In 1972….

* Scheduled coach services run by the National Bus Company were first united under one brand, initially known as ‘National’ to then become National Express.
* A ticket from London to Birmingham with National Express cost £1.20. In today’s money that would be £13.89 but the actual average 2022 price for the same journey is only £8.15!
* The most popular destinations for travel with National Express were London, Bournemouth and Blackpool. Today, airports and big cities such as Birmingham, Bristol and Manchester have taken over as more popular.

Stories can be submitted via the [National Express website](https://www.nationalexpress.com/en/share-your-stories), by email to [50years@nationalexpress.com](mailto:50years@nationalexpress.com) or post to 50 Years Appeal, National Express House, Mill Lane, Birmingham B5 6DD.

**ENDS**

**MEDIA CONTACTS**

[**www.nationalexpress.com/shareyourstories**](http://www.nationalexpress.com/shareyourstories)

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**Notes to editors**

**About National Express**

**National Express is the UK’s largest coach operator, running high-frequency scheduled coach services linking more than 540 destinations across the country. We also deliver coach travel to major airports, festivals, and events and are the official transport provider for Wembley Stadium.**

**In a normal (pre-Covid19) year, we operate 24 hours a day, 7 days a week with over 1,800 services every day, clocking up over 21m passenger journeys.**

**Our modern coaches offer comfortable seats with plenty of legroom, free Wi-Fi and USB charging points.**

**We continuously invest in the cleanest most efficient coaches available. The average age of a vehicle is only three years old and everyone meets the highest possible engine emission standard (Euro VI). And we’ve committed to making our coach fleet zero emission by 2035 - ahead of the UK net zero target of 2050.**

[**www.nationalexpress.com**](http://www.nationalexpess.com/)