

## Imagery

To download our approved logo, as well as photographs of everything from trains and stations to hidden corners of our favourite cities, go to [eurostarcreative.com](http://eurostarcreative.com).

## Copy

Take a look at our [tone of voice guidelines](#) before you put pen to paper, and use our [style guide and glossary](#) to get all the details spot on.

## Introducing Eurostar

Since 1994, Eurostar has been whisking travellers across the Channel, connecting Europe's top cities by high-speed train.

There's more to Eurostar than Paris and Brussels though, with direct trains speeding to Lyon, Avignon, Marseille, the French Alps and Disneyland® Paris throughout the year, as well as connecting routes to over 100 destinations.

Our next stop is Amsterdam, with our direct route from London opening in 2017.

## Best journey times from St Pancras International

| Destination       | Fastest journey time |
|-------------------|----------------------|
| Paris             | 02:16                |
| Brussels          | 02:01                |
| Lille             | 01.22                |
| Lyon              | 04.41                |
| Avignon           | 05.49                |
| Marseille         | 06.27                |
| Disneyland® Paris | 02.48                |

## **Ski trains**

Eurostar runs direct day trains to the French Alps on Saturdays between December and April, and direct night trains on Fridays from January to April.

Trains go from St Pancras International in London and Ashford International in Kent, direct to the French Alps.

On direct trains, you can take a pair of skis or a snowboard as well as your standard two-bag luggage allowance, and you'll find extra space for bags on board.

Eurostar trains stop at Moûtiers, Aime-la-Plagne and Bourg-Saint-Maurice where you can get a coach to top ski resorts including Courchevel, La Plagne, Tignes, Meribel and Les Arcs.

Return trains leave from Moûtiers and Bourg-Saint-Maurice, and don't stop at Aime-la-Plagne.

## **New routes**

We'll be launching our new Amsterdam route in 2017. Watch this space for more details nearer the time.

## **New trains**

For our chic new look, we teamed up with Pininfarina, the legendary Italian design house behind Ferrari's unique style, to make sure all of our trains have a look and feel that's unmistakably Eurostar.

Our new e320s are packed with the latest technology and carefully designed for a comfy journey.

Each new train has:

- A top speed of 320km/h
- 894 seats – nearly 20% more than our original trains – in 16 coaches
- Free wi-fi for all
- Free onboard entertainment streamed through the Eurostar app
- UK and Continental sockets at every seat
- Café Métropole, our new-look bar buffet
- More wheelchair facilities and wheelchair lifts
- Extra space for luggage
- Information screens in every coach

Our refurbished e300s have the same number of seats as our original trains. The only change is the layout. Some seats have moved or have different characteristics, like the direction of travel.

## Café Métropole

We've given our bar buffet a fresh look and a brand new name.

Here you'll find a delicious selection of drinks, snacks, meals and treats, all carefully selected for you by our expert buyers.

From fresh Lavazza coffee and flaky morning pastries to hot meals fresh from the oven, there's something to suit every time and taste.

## Travel classes

### Standard Premier

Service and style, all the way

The quintessential Eurostar experience, in the exclusive environment of our Standard Premier coaches.

Start your trip as you mean to go on. From the moment we welcome you on board, we'll look after you at your seat. So you can sit back and spend your time with us in style – whether you're at work or play.

- A light meal and drinks served at your seat
- Spacious coaches and comfortable seats
- Complimentary magazines
- Easy 30-minute check-in

### Standard

Smart and easy

With great value tickets and no hidden extras, it's an easy, hassle-free travel experience you'll love, whether you're travelling alone or sharing the journey.

After all, there's nothing standard about travelling with Eurostar.

- City centre to city centre
- Easy 30-minute check-in
- No hidden costs – everything's included
- 2 for 1 entry to top galleries and museums in your destination
- Plenty of snacks, drinks and meals on board at Café Métropole

## Business Premier

Designed for business

Business Premier gives you freedom. The freedom to travel according to your schedule, to speed through check-in and to relax in our Business Premier lounge.

From your reclining seat on board you'll enjoy space, comfort and time to work or unwind, with all the attention to detail you expect from Europe's definitive business travel experience.

Let us take care of you, so you can take care of business.

- Total flexibility to travel when it suits you, as well as our boarding guarantee
- 10 minute fast-track check-in, so you can make the most of your day
- Access to our exclusive Business Premier lounges
- Delicious meals, designed for the time of day by Raymond Blanc
- Taxi booking in our lounges and on board

## Environment

- A Eurostar journey emits 80% less carbon than the equivalent short-haul flight, making it the environmentally friendly way to cross the Channel.
- Over the last two decades, we've carried over 140 million travellers, helping the environment one journey at a time.
- Our e320 trains carry nearly 900 passengers – that's twice as many as a jumbo jet and almost 20% more than our original trains. This means they're 17% more efficient per seat than our original fleet.
- 90% of the water we use to wash our trains is recycled.
- We send less than 1% of waste from our UK offices, stations and depots to landfill.
- In 2015 we carried nearly 15,000 cyclists and their bikes across the Channel and that's not including folding bikes that are taken as luggage.

## Any questions?

We're happy to help.

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