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## **Aura Brand Solutions partners with National Express unveiling dynamic bus and coach wraps for Stansted Airport**

Aura Brand Solutions, a leading name in fleet branding, has collaborated with National Express, one of the UK's biggest transport providers, on their cobrand with Manchester Airport Group (MAG). The project sees Stanstead Airport's airside's bus fleet branded with striking National Express promotional messaging, with reciprocal branding on the National Express scheduled coach fleet promoting reasons to travel from Stanstead Airport.

The Stanstead Airside fleet comprising Alexander Dennis Enviro 200, Mercedes Citaro and Mercedes Cobus models, received full wrap designs including two-way window film ensuring the vehicles stand out and engage passengers at the earliest opportunity – when the buses arrive to transport them between the aircraft and the terminal building. Due to the operational constraints of the 15 buses, Aura and National Express liaised to set up a temporary installation structure directly at Stansted Airport. This on-site approach minimised transport costs and vehicle downtime with Aura's skilled team of local installers completing all works at the vehicle's location.

The fleet of 36 Caetano Levante III coaches, with full rear quarters wrapped to enhance visibility across London, aims to promote and inspire travel via National Express and Stansted Airport. As mobile billboards depicting four different adventures, the coaches are now a powerful messaging platform with extensive reach, seen by thousands of people as they journey between London and Stanstead Airport.

In addition to the exterior wraps, Aura provided internal advertising graphics featuring QR codes to both fleets, enabling passengers to access information and make bookings conveniently during their ride. This blend of creative design and practical functionality ensures that the bus interiors are as engaging as their exteriors.

Both fleets were completed according to schedule and can now be seen out in service. This collaboration exemplifies the commitment of Aura Brand Solutions and National Express to provide innovative, customer-centric services that enhance the passenger experience and maximise brand visibility.

**John Boughton, Commercial Director at National Express UK & Ireland, says** "This is a great example of creative partnership working, maximising opportunities to build brand awareness for our mutual offering. As mobile billboards, our coaches are a powerful messaging platform with extensive reach seen by thousands of people, so we hope to encourage more savvy travellers to make the switch and hop on board our fast and frequent services to Stansted Airport."

**Paul Garnett, Car Park & Ancillaries Director at London Stanstead, says** "London Stansted has worked closely over the last decade with National Express to develop and grow public transport options to and from London, and placing sustainable transport for all at the heart of our collaborative commercial relationship. The recently launched branding campaign across the National Express London coach fleet, and the reciprocal branding of the bus fleet at the airport, helps create a fresh new, eye-catching look that will increase awareness and ensure even more passengers choose London Stansted and National Express."

**Will Bunn, Head of Fleet Sales at Aura, says** "This project began with a real challenge for all parties involved, with the lack of indoor facilities at Stansted Airport to carry out the wrapping. It was a collective effort from National Express, Stansted Airport and Aura to work out a way to erect a suitable temporary building solely for the purpose of this project. Despite the challenges, the end results are there for all to see. Stunning bus wraps, inside and out, and something we are all very proud of."

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#### **Notes to Editors**

#### **Media Enquiries**

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#### **About Aura Brand Solutions**

Aura Brand Solutions is one of Europe's leading commercial graphics and visual communications companies. We have been delivering branding and image management services since 1927 for leading global and national brands, right through to growing SMEs, across a wide range of industries and sectors.

We provide branding solutions across three key areas:

- Livery solutions for commercial and public service fleets.
- Flexible turnkey solutions to enhance, protect & maintain rail rolling stock.
- Comprehensive architectural branding for building interiors and exteriors.

In addition, our brand-focused marketing agency provides full-service marketing from strategy to implementation. Through a collaborative approach we tailor highly effective strategies that get you results, covering everything from content to design to PPC.

We pride ourselves on our close working relationships and providing market-leading solutions that faithfully and consistently project your image, protect your assets, and build your brand.

### **About National Express**

National Express is a premier transportation provider in the UK, offering reliable and efficient coach services across the country. With a commitment to safety, comfort, and customer satisfaction, National Express is dedicated to providing top-tier travel experiences.

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