



the key is an electronic travel smartcard that stores pre-purchased travel products for use on bus services in and around Oxford. With the key, you can save money on all Oxford Bus Company services, as well as buses run by other bus operators within Oxford SmartZone.

Remember, your first key is **free** so you only pay for the travel products.

How do I get the key?

Online at www.oxfordkey.co.uk

In-person at our Travel Shop in Debenhams, Oxford

Buy more, spend less

The longer period you buy, the more money you save. For example, if you purchase an annual SmartZone product, you could save more than £8 a week on your travel!

Travel further for your money

Our wide range of products mean you can travel as far and as frequently as you like. Go as far as Begbroke, Kidlington, Wheatley, Kennington and Cumnor with Oxford SmartZone, or out to Abingdon & Didcot with the All Zones product.

Expand your options

You can have up to 6 different products on your smartcard at any one time meaning your travel options are endless. So if you have an Oxford SmartZone product for your daily travel, you can also add an express multi-trip product for your spontaneous days out in London.

A key to sharing

Most of our products are fully transferable meaning you can share your smartcard with friends, family and colleagues.*

Easy replacement

If your key is lost, stolen or damaged, we can cancel then replace it, with any valid products transferred to your replacement card.**

* Excludes photo cards and concessionary products.

** Except those purchased from other operators.

When you sign-up for the key, you will receive an FAQ booklet to answer all your questions.



the **key**

Three different travel products are available to match your travel needs:

1. Time-based

Maximum savings for the daily commuter

If you travel frequently, then the time-based products offer maximum savings, with unlimited travel within your selected zone. The longer the period you purchase, the more you save.

2. Multi-trip

Maximum flexibility for minimum cost

If you want a travel product that offers maximum flexibility and convenience for minimum cost, the multi-trip products are just the ticket. The multi-trip product allows you to top-up with a number of single journeys to use whenever you like and to share with whoever you like (Some restrictions apply).

3. The any-5-day

Minimum cost for the infrequent traveller

If you need a product that allows you to travel as many times as you like over 5 single days, the any-5-day products allow you to do just that. The any-5-day product is the equivalent of 5 day passes which do not need to be used on consecutive days.

Notes:

- When travelling from Oxford to Cumnor (as far as Kenilworth Road), this journey is within the Oxford SmartZone. When travelling from Abingdon to Cumnor (as far as Oxford Road), this journey is within the Abingdon & Didcot Zone.

- All park&ride sites are within the Oxford SmartZone.

- All BrookesBus services operate within the Oxford SmartZone.



Oxford**SmartZone**

Adult time-based products

1 week (7 days)	£15*
4 weeks (28 days)	£40
13 weeks (91 days)	£115
1 year (365 days)	£350

* Top-up on bus for £16.

Adult multi-trip product

12 single journeys	£18
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Adult any-5-day product

The any-5-day	£15
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The multi-trip and any-5-day SmartZone products are valid for 6 months from date of purchase.

18 & under time-based products

1 week (7 days)	£11.25
4 weeks (28 days)	£30
13 weeks (91 days)	£86.25
1 year (365 days)	£262.50

Oxford SmartZone

The SmartZone is an area of Oxford, which includes the City Centre, Kidlington, Begbroke, Wheatley, Kennington, Cumnor and places in-between. Within the Oxford SmartZone you can use your return ticket, day pass or smartcard between bus operators, giving you total travel flexibility.

For further information visit the Oxford SmartZone website at: www.oxfordbus.co.uk/smartzone

Pay Monthly - Pay Less

Save even more money on time-based travel products when you register your credit or debit card online and choose to make recurring payments. Your payment will be taken on the same day each month, giving you one calendar month of travel for the price of 28 days.

How do I get the key?

www.oxfordkey.co.uk

Travel Shop, 3rd floor, Debenhams, Magdalen Street, Oxford

telephone 08456 05 50 50 for an application form

email thekey@oxfordbus.co.uk for an application form

terms & conditions apply
all information correct at:
08/07/11

oxford
bus company

The City of Oxford Motor Services Ltd

08456 05 50 50

www.oxfordkey.co.uk

Adult time-based products	All Zones	Abingdon Route	Abingdon & Didcot Zone
1 week (7 days) or any-5-day	£25	£19	£18
4 weeks (28 days)	£77	£52	£46
13 weeks (91 days)	£230	£152	£120
1 year (365 days)	£690	£450	£365

Adult multi-trip product	All Zones	Abingdon & Didcot Zone
12 single journeys	£22	£20

18 & under time-based products	All Zones	Abingdon & Didcot Zone
1 week (7 days)	£18.75	£13.50
4 weeks (28 days)	£57.75	£34.50
13 weeks (91 days)	£172.50	£90
1 year (365 days)	£517.50	£273.75

All Zones

The time-based All Zones and any-5-day products can be used on all buses that operate within Oxford SmartZone – including services from Stagecoach and Thames Travel – and Abingdon & Didcot Zone (Oxford Bus Company services only).

The multi-trip All Zones product can only be used on Oxford Bus Company buses within Oxford SmartZone and Abingdon & Didcot Zone. Multi-trip and any-5-day products are valid for six months from date of purchase.

Abingdon & Didcot Zone

Abingdon & Didcot Zone covers Oxford Bus Company city services when they operate outside the SmartZone. This includes routes that serve Abingdon, Didcot, Drayton, Milton Park, Radley, Steventon, & Wootton.

The multi-trip and any-5-day Abingdon & Didcot Zone product is valid for 12 months from date of purchase.

Abingdon route product

The Abingdon route product allows travel on any of the following Oxford Bus Company services that operates between Abingdon, Oxford City Centre and the JR Hospital: cityX3 • cityX13 • city13 • city23 • city35 • cityX2* • city4**

* cityX2 only includes travel north of Saxton Road, Abingdon.
** city4 only includes travel between Oxford, Wootton, Cumnor and Abingdon.

Adult time-based products	
1 week (7 days)	£14
4 weeks (28 days)	£38
13 weeks (91 days)	£105
1 year (365 days)	£320

Adult multi-trip product	
12 single journeys	£13

park&ride route product

Both time-based and multi-trip park&ride route products are restricted to use on the park&ride services only (and city2A services on evenings and Sundays to Water Eaton).

Remember you can share your multi-trip product with friends, family and colleagues – just touch your key on the reader for every person travelling. Multi-trip products can only be used to or from any park&ride car park and are valid for 12 months from date of purchase.

Schoolkey time-based products	
1 week (7 days)	£7
4 weeks (28 days)	£19
13 weeks (91 days)	£52.50
1 year (365 days)	£160

Schoolkey multi-trip product	
12 single journeys	£6.50

Schoolkey

The Schoolkey is available to children aged between 5 and 15 years inclusive, for use on our park&ride services. All of the normal park&ride products are available on the Schoolkey but for half the price.

Unlike other smartcards, the Schoolkey is a photocard so a passport sized photo and proof of age must accompany the application form. Please note the Schoolkey is not transferable.

Adult time-based products	Oxford London	Hillingdon London
1 week (7 days)	£53	£30
4 weeks (28 days)	£173	£110
13 weeks (91 days)	£450	£330
1 year (365 days)	£1,130	£819

With any time-based Oxford London espress product, you are also entitled to unlimited travel on all Oxford Bus Company city, park&ride & BrookesBus services.

Adult multi-trip products	Oxford London	Hillingdon London
12 single journeys	£70	£36

Remember you can share your multi-trip product with friends, family and colleagues – just touch your key on the reader for every person travelling.

The Hillingdon London products are for travel between Hillingdon and London only.

Young Person/Student multi-trip product	Oxford London
12 single journeys	£60

To qualify for a Young Person/Student product, you must be aged between 16-26 years' old (inclusive) or be a student in possession of a valid Student Card. Valid Student Cards include:

- British NUS Card
- International Student Card
- National Express Student Card
- National Rail Student Card

Proof of age/identity may be requested at any time.

Senior multi-trip product	Oxford London
12 single journeys	£35

The senior multi-trip product is available for anyone of any nationality who is over 60 at the time of travel. You may be asked to show proof of age at any time.

All espress multi-trip products are valid for 12 months from date of purchase.

Adult time-based products	Oxford Heathrow	Oxford Gatwick
1 week (7 days)	£77	£105
4 weeks (28 days)	£270	£350
13 weeks (91 days)	£710	£825
1 year (365 days)	£1,650	£3,040

With any time-based airline product, you are also entitled to unlimited travel on all Oxford Bus Company city, park&ride & BrookesBus services and our Oxford London espress service. You can also get travel on our Heathrow service when you purchase the Gatwick Product.

Adult multi-trip products	Oxford Heathrow	Oxford Gatwick
12 single journeys	£125	£165

Remember you can share your multi-trip product with friends, family and colleagues – just touch your key on the reader for every person travelling (maximum of 4 people can travel together). Airline multi-trip products are valid for 12 months from date of purchase.

key
benefits

get even more for your money

key benefits is our fantastic customer reward scheme.

with the key you are entitled to some great discounts at loads of locations across the city, including cafés, restaurants, bars and theatres.

to find out where you can save, take a look at our key benefits website:

www.oxfordbus.co.uk/keybenefits



the key®

save money
save time
save hassle