

# Airport express has to axe 'every 15 minutes' ads

THE rapid train service from London to Heathrow Airport can no longer claim it runs 'every 15 minutes' after a complaint.

Advertising watchdogs acted after the disgruntled customer pointed out that the frequency drops to once every 30 minutes late in the day.

The Heathrow Express takes a quarter of an hour to and from Paddington, leading to its slogan '15 minutes, every 15 minutes'.

But it said the major Crossrail engineering works were affecting the service.

This means that three trains in each direction have been cancelled after 10pm from Monday to Thursday, leading to a half-hourly service during this time.

This was the equivalent of 2.2 per cent of its trains across the week and was shown on timetables, said the company.

But the Advertising Standards Authority said consumers would understand 'every 15 minutes' to mean a service would run this often the whole day.

It noted that passengers could travel only from 5am to midnight and the reduced service after 10pm was 'regular'. This meant services were not on offer every 15 minutes.

A spokesman for the Heathrow Express said it respected the ASA's verdict and is reviewing its advertising.