

[Your Name]  
[Your Address]  
[City, State, Zip Code]  
[Email Address]  
[Phone Number]  
[Date]  
[Recipient Name]  
[Company/Organization Name]  
[Address]  
[City, State, Zip Code]

Dear [Recipient Name],

I hope this letter finds you well. I am writing to share the benefits of the Oyster card services as a convenient and cost-effective travel option for both residents and visitors in [City/Region].

The Oyster card provides seamless access to public transportation, enabling users to travel across buses, trains, and the Tube with ease. With its contactless technology, you can simply tap in and out, making your journey both swift and efficient.

Here are some key advantages of using an Oyster card:

1. **\*\*Cost Savings\*\***: Enjoy significant savings compared to paper tickets.
2. **\*\*Daily Cap\*\***: Benefit from a daily cap on travel costs, ensuring you never spend more than necessary.
3. **\*\*Online Management\*\***: Easily top-up and manage your card online for added convenience.
4. **\*\*Flexible Use\*\***: Use your Oyster card for various transport modes, including river services and trams.

We encourage you to promote the Oyster card services to your employees/customers, as it enhances their travel experience while encouraging the use of public transport.

Should you need additional information or materials for promotion, please do not hesitate to reach out. Thank you for considering this opportunity to support a sustainable and accessible travel solution.

Best regards,

[Your Name]  
[Your Title/Organization]  
[Contact Information]