

[Your Company Logo]
[Your Company Name]
[Your Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]
[Date]

[Recipient's Name]
[Recipient's Address]
[City, State, Zip Code]

Dear [Recipient's Name],

Subject: Discover the Benefits of Your Oyster Card!

We are excited to remind you about the convenience and savings that come with your Oyster Card! Whether you're commuting to work, exploring the city, or visiting friends, your Oyster Card is your key to a seamless travel experience around London.

Here are some of the amazing benefits you enjoy with your Oyster Card:

- **Cost Savings**: Save money on fares compared to cash payments.
- **Easy Top-Up**: Refill your card at stations, online, or via mobile app at your convenience.
- **Travel Flexibility**: Use your card across all modes of transport - buses, tubes, trams, and trains!
- **Daily Fare Capping**: Enjoy peace of mind with fare caps that ensure you never pay more than a set amount in a single day.

As a valued Oyster Card holder, we would like to offer you an exclusive promotion! Refill your card with PS20 or more by [date] and receive an additional PS5 credit for your next journey.

Visit [website link] or your nearest station to take advantage of this offer today!

Travel smarter with your Oyster Card, and enjoy all the great destinations London has to offer!

Thank you for being a part of our travel community.

Best wishes,

[Your Name]
[Your Job Title]
[Your Company Name]
[Your Company Tagline]

Terms and conditions apply. Offer valid until [expiration date].