

GBRf appoints social media star as its brand ambassador

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GB Railfreight (GBRf) has announced that rail TikTok trainspotting star Francis Bourgeois has been appointed as its new brand ambassador. Throughout 2022, Francis will be sharing his passion and insights for the railway, by showcasing the vital role of rail freight and going behind the scenes at GBRf.

GBRf says Francis first caught its attention following his viral video featuring the Class 73/9 locomotive named 'Dick Mabbutt', which has now amassed 12 million views on TikTok. Since becoming a platform favourite for his enthusiastic trainspotting videos across the rail network, Francis has amassed over 2 million followers on TikTok and over 1 million followers on Instagram. This popularity has earned him appearances on ITV's 'This Morning' and collaborations with big names such as Thierry Henry and ASOS.

Seema Kotecha, head of communications and marketing, GB Railfreight, said: "Francis is the perfect brand ambassador for raising the profile of rail freight and the important work our industry does to support the UK Economy and efforts to reach net zero. We have all loved his content and infectious energy that has put a spotlight on the railway."

Francis Bourgeois, GB Railfreight brand ambassador, said: "I am so excited to be joining GB Railfreight, I

have had a lifelong passion for the railway, and I can't wait to apply this enthusiasm to my ambassadorship at the company. I am really looking forward to elevating the world of trains, rail freight, and spreading happiness and joy in general — with GB Railfreight, we will be able to achieve this together."