

WHSmith delivers first UK InMotion store in Leeds Bradford Airport



WHSmith is delighted to announce the opening of InMotion in Leeds Bradford Airport, the first InMotion store in the UK.

InMotion, the highly successful electronics travel retailer, offers a specialised shopping experience with an extensive and dedicated range of the latest headphones, power and technology accessories for the travelling customer.

Acquired by WHSmith in 2018, InMotion is the largest airport-based digital accessories retailer in North America. The launch of the first InMotion store in the UK, offers an exciting retail proposition for WHSmith and Leeds Bradford Airport. InMotion will bring a unique shopping experience along with best-in-class customer service to the 4 million International passengers who pass through the Airport each year.

Toby Keir, Managing Director, WHSmith Travel, commented: *"We are excited to bring the successful InMotion brand to UK passengers for the first time. Having partnered with Leeds Bradford Airport for several years, we are proud to take this step with them. Already a staple in digital accessories retail in North America, InMotion will strengthen our presence in UK travel retail and provide a unique shopping experience for our customers."*

Jeremy Smith, President and CEO, InMotion commented: *"We are proud to partner with Leeds Bradford Airport in bringing InMotion's first entry to the UK market with many more to come. By combining best practices from both InMotion and WHSmith, the shopping experience for the Leeds traveller will be first class from a store design, product selection, and customer service perspective."*

Joanna Wild, Chief Commercial Officer, Leeds Bradford Airport, added: *"It's fantastic to welcome a globally recognised brand to open its first UK store here in Yorkshire. We're committed to continuing to improve the experience of all our passengers and housing a range of exciting retailers"*

is a big part of these plans. Having worked with WHSmith for a long time, we're confident that InMotion will be a very positive new addition to the airport."

-ENDS-

Enquiries:

WHSmith Press Office

T: +44 (0)1793 563354

E: press.office@whsmith.co.uk

Notes to Editors:

About WH Smith PLC

WHSmith is a leading global retailer in news, books and convenience for the world's travelling customer. With more than 1,600 stores across the globe, WHSmith offers customers a wide range of books, newspapers & magazines, travel accessories and food and drink. The Company has a growing international business with over 400 stores across 99 airports worldwide, including: London Heathrow, Dublin, Copenhagen, Stockholm, Helsinki, Dusseldorf, Roma, Madrid, Athens, Doha, Abu Dhabi, Delhi, Singapore, Sydney, Melbourne, Rio de Janeiro, Sao Paulo and the USA. WH Smith Group acquired InMotion in November 2018. The Company employs around 14,000 people.

About InMotion Entertainment Group LLC

InMotion Entertainment Group is the largest airport-based electronics retailer in the United States, with over 125 locations throughout the US. With access and insight into the latest technologies, InMotion offers lifestyle products and electronics that include headphones, mobile power, Bluetooth speakers, cameras and travel accessories.

The award-winning, knowledgeable sales associates provide an exceptional experience with live demonstrations of every product in the store, so travellers can choose the best product for their journey. For more information and real-time updates, visit InMotion Entertainment Group online at inmotionstores.com. Follow the conversation on Facebook, Twitter, and Instagram.