



High Speed Europe

International HSR & sustainable development: a European perspective

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A few facts about European mobility...

Highlights from various studies

- In 2020, **half** of the current top air routes in Europe will be served faster by high-speed train
BCG European Mobility study 2007
- ...yet close to **85%** of international European trips are currently still made by air or car
Railteam Network 2020 study 2010
- More than 10% of those travelers spontaneously state they would rather travel by train...
BCG European Mobility study 2007
- Yet only 20% of intra-European air travelers even *considered* the train before booking their flight
TNS Railteam study 2008
- All other things being equal, the market share of high-speed rail vs. air is **divided by 3** if the rail journey involves a connection instead of being direct
McKinsey Railteam study 2006
- More than 40% of European travelers still consider car or air as “more punctual” than high-speed rail
TNS Railteam survey 2009

Railteam: a one-of-a-kind alliance between European high-speed rail operators

The basics

- Founded July 2, 2007
- Membership:
 - DB & SNCF (each 25%)
 - ÖBB, SBB, SNCB, NS, Eurostar (10%)



- Jointly financed legal entity headquartered in the Netherlands with two co-Directors, and a 10-strong permanent team

The ambition

- Railteam is a customer-oriented alliance, dedicated to promoting international high-speed rail travel through:
 1. Raising awareness of a true European high-speed rail network
 2. Facilitating access to the various offers and services available on the network
 3. Improving the quality and in particular the seamlessness of travelers' journeys
- Railteam does not offer anything under its own name but fosters coordination between its members, and verifies implementation
- Railteam is an open (any rail operator meeting the criteria may apply), and "competition-compatible" alliance

The Railteam network is a compelling yet still largely unrevealed reality

The network



- 11 000 miles of lines of which 3 500 high-speed (end 2010)
- 7 high-speed rail services: ICE, TGV (+ Lyria), Thalys, railjet, Eurostar, & soon Fyra
- Five hubs (connection platforms between Railteam services): Lille-Europe, Brussels, Frankfurt, Cologne & Stuttgart
- 32 mainline stations and more than 800 Railteam city-pairs
- 44 million trips/year (as of 2007)

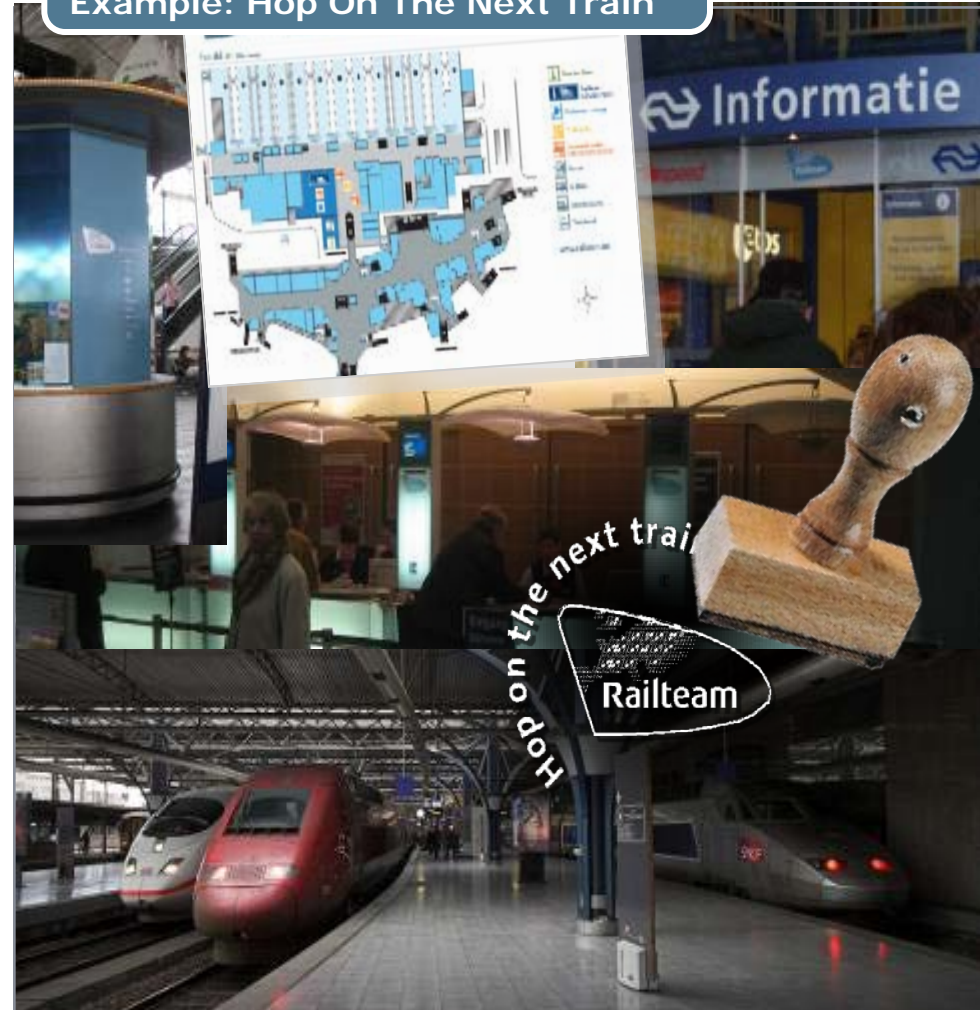
NETWORK CRITERIA: high-speed rolling stock, peak speed above 140 mph on cross-border trip, journey of 6 hours maximum with 3 frequencies/day minimum and no more than 1 connection

Railteam's progress is driven by the standards designed by its members to improve quality & seamlessness

The standards process

- Customers studies to assess expectations:
 - Simpler, more transparent fares
 - Shorter connections, better assistance
 - Real-time & multi-lingual information
 - Expanding loyalty programs
 - More destination & frequencies if sustainable
- Members-staffed workgroups decide on standards, and associated processes: in communication and promotion activities, on information systems, on board, in stations, for after-sales & loyalty
- Members then implement standards under the authority of dedicated coordinators reporting to the CEOs of each organization
- Railteam verify compliance through yearly "mystery traveler" audits

Example: Hop On The Next Train



Railteam also delivers tools designed to improve access to information on the network and the travel experience

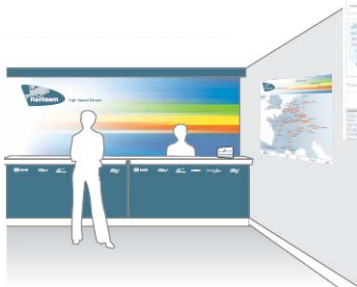
Travel & purchase information

- Harmonized schedule display
- Real-time information exchange platform under development
- Railteam.eu website, and Railteam Mobile application, featuring the *Ecopassenger* modal comparison tool



Travel experience

- Consistent and multilingual (English + local) information onboard
 - Dedicated information points in hubs and main stations, improved signage in progress, in conjunction with HOTNAT deployment



- Extended redemption possibilities for individual loyalty programs (accrual under review)

Railteam and the three facets of sustainability

Contribution to smart growth

- The backbone of an integrated market
- A powerful tool of local regeneration
- A diverse members' workforce of > 500 k

Eco-mobility

- By far the lowest modal carbon footprint
- Other externalities (noise...) also addressed
- Inter-modality at the heart of the network

Sustainability & passenger well-being

- Time savings and reduced stress
- Increased productivity
- Safety, affordability, accessibility



Railteam also considers long-term efforts to optimize its network through priority for international HSR

Network 2020 & potential emissions impact

- Unprecedented study using Railteam as a facilitator for compiling proprietary traffic information and forecast: under current infrastructure projects, Railteam network trips/year would climb from 44m in 2007 to 67m in 2020.
- An optimized network through Railteam efforts would yield up to an additional 7m trips/year, or a 0.5% market share increase for international high-speed rail
 - New direct services
 - Modified frequencies
 - Improved connection timings in hubs
 - Reduced administrative constraints
- Net beneficial impact in excess of 170 million tons of CO2 yearly

	million trips/year	billion paxkm/year	difference current / optimized	shift	net CO2 impact	g/CO2 emissions	Total (millions tonsCO2)
2020 Current	68	28.1					
2020 Optimized	75	32.0					
var.	10%	14%	3.900	85%	3.315	70	232.05
					3.900	15	58.5
							173.55

