



westbahn

WESTbahn MANAGEMENT GMBH



On Dec. 11th 2012,
after three years of
preparation, the
first WESTbahn
train commenced
its operations

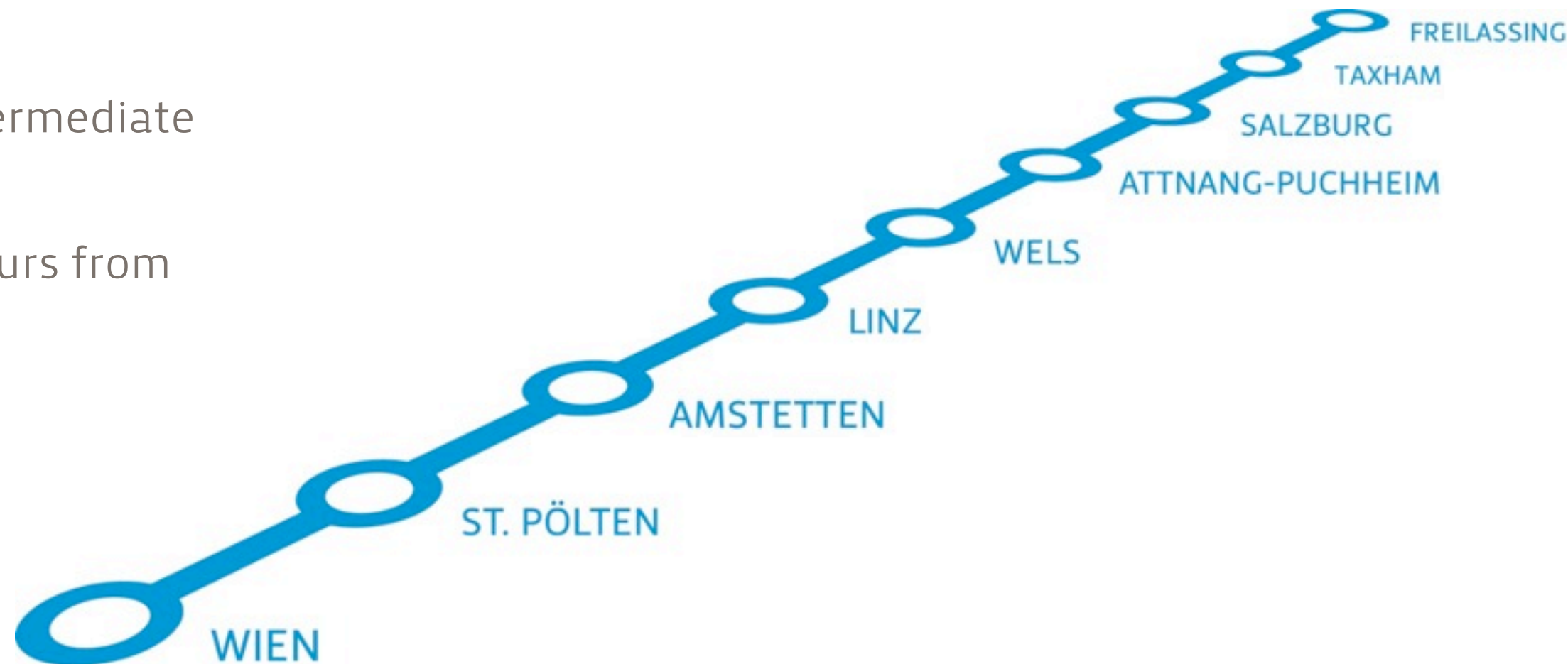
Background

- // One of the first companies that take advantage of rail liberalisation in the EU
- // Until recently, only cargo companies challenged the incumbants
- // Now, step by step, also in passenger train service competiton starts off
- // Austria (WESTbahn), Italy (Italo) and Czech Republic (Leos Express) are the forerunner



WESTbahn Facts

- // 13 daily connections between Vienna - Linz - Salzburg - Freilassing
- // Intercity-connection with 7 intermediate stopps
- // 200 km/h top speed, in 2:30 hours from Vienna to Salzburg



Our business strategy

- // Extremely service oriented - we are no carrier, we are a service company
- // High quality hardware - modern trains with high end IT-facility
- // Competitive prices
- // Competitive cost structure - lean management, 85% of employees directly with the customer



Service strategy

- // up to six multi purpose conductors per train
- // in charge of ticket selling, ticket control, service, information
- // market surveys show that our staff on the train is our biggest USP towards our competitor





Hardware

- // Seven brand new train from Stadler Rail, Switzerland
- // Aluminium trains ensure fast acceleration and short braking distance -> less time loss per stop
- // high end IT facility for ticketing on the train
- // and free Wlan internet access for our customers

WESTbahn PLUS for some extra service

- // for € 10/€ 15 extra charge
- // 2nd seat for your comfort
- // free hot or cold drink
- // free newspaper
- // service at your seat by our stewards
- // special conditions for car rental and car parking



Half price of the regular tarif of the competitor



BOOKING CHANNELS

online....



...onboard...



...in the tobacco shop



Customer benefits from competition

„51 percent of railway passengers have today a better opinion about rail travelling than a year before, only 9 percent have a worse opinion.“

VCÖ survey 2012

- // incumbent imitates WESTbahn innovations (free WLAN, mobile ticketing)
- // Price battle makes train travel even more attractive





nach Salzburg

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EINFACH, OFFEN, SCHNELL, DIREKT, KOMFORTABEL

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Thanks for your attention!

We are looking forward to your questions

WESTbahn Management GmbH

www.westbahn.at