

Nick Mercer
Commercial Director, Eurostar
'Eurostar - The St Pancras Factor'

Really moving



Today



- HS1 / St Pancras
- Environment
- Railteam



Really moving



High Speed 1



- The first new UK railway line for 100 years
- London – Brussels 1-51 mins
- London – Paris 2-15 mins



The Narrative

1 Year

7 months

4 months

2 months

1 Week

Go

Blue
Moon

Tread
Lightly

Rail-
Team

Fastest
Runs

Royal
Opening

St Pancras
Dawn



1 Year to go
Announce HS1

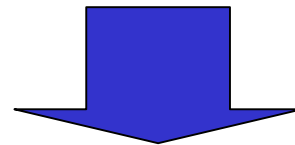
10 point plan
Carbon Neutral
From 14 Nov

High Speed
Europe

186 MPH
Closeness

Countdown

We did it



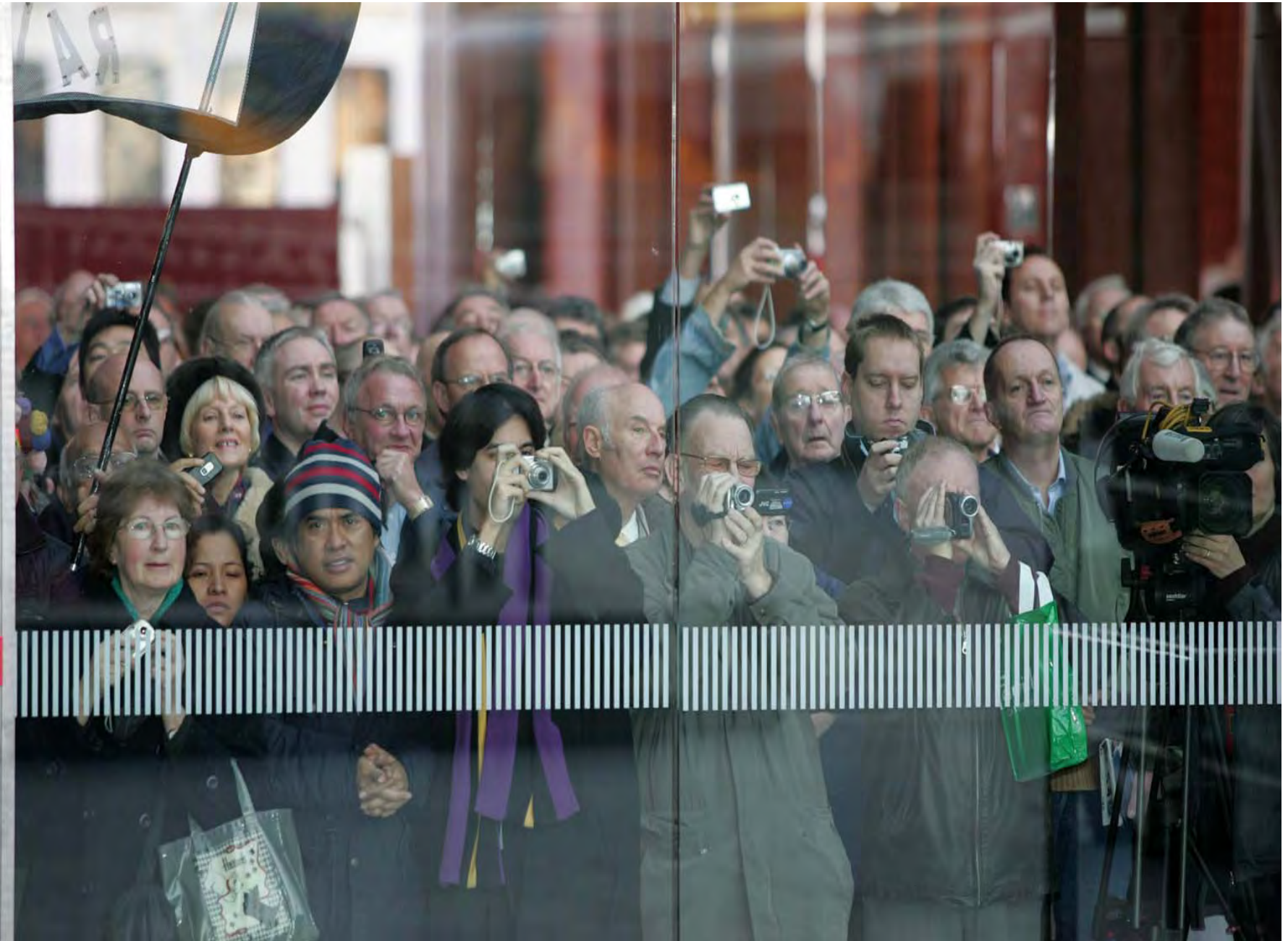
Monumental



Really moving



14 November 2007



14 November – Launch Coverage

Telegraph.co.uk/eurostar WATCH OUR STUNNING 360° VIEW OF THE NEW STATION

The Daily Telegraph

WEDNESDAY, NOVEMBER 14, 2007

MOVING CLOSER
Europe's favorite destination, you no longer have to fly to it

PLATFORM CHANGE
How a long-stops test Victorian landmark was salvaged for the nation's

BREAKFAST IN PARIS
Lunch in France: hitting the continent for the day

FRENCH EXCHANGE
Why British commuters are moving to the other side of the Channel

TRAVELLING LIGHT
Hillary Alexander gets packing for a six-weeked break

CAFE BREAK
On the great crossover and London to Paris

EUROPE FOR FREE
A guide to your chance to win a pair of Eurostar tickets

SPECIAL EUROSTAR EDITION

Even French are impressed by first Channel trip to St Pancras

You're a star!

BY JO STEELE

THE first Eurostar to leave the new St Pancras terminal departed starkly in Paris yesterday to reach the French capital on time. The eco-friendly train named Tread lightly arrived at Gare du Nord Station on schedule at just before 1.15pm French time. It was feared that demonstrations by

Ooh la la! A passenger cheer when he arrives at St Pancras for the first time (left). The launch attracts tourists (below) eager to take photos while Greenpeace members scale St Pancras

LONDON'S QUALITY NEWSPAPER

Evening Standard



Action stations: three Eurostar trains stand ready to leave St Pancras today, the culmination of the £500m Millon project to transform the Victorian station into an International hub

THE 186MPH BLAST-OFF

VALENTINE LOW

HISTORY was made at the new St Pancras International today when the first Eurostar train left for Brussels. The 18mph passenger service pulled out of the £500million station at 11.06 to mark the successful launch of the most celebrated engineering project in years. The restoration of the Victorian station has been universally acclaimed and even environmental campaigners were on hand to praise the project. To underline the occasion, hundreds of people gathered outside

CONTINUED ON PAGE 6

thelondonnews

WATERLOO SUNSET

As Waterloo loses its cross-Channel services to St Pancras, Julia Buckley traces the history of a railway icon

SEE OUR WATERLOO GALLERY

Londres Emotion à Waterloo pour le départ du dernier Eurostar

L'Eurostar a fait ses adieux solennels à la gare londonienne de Waterloo hier soir, à la veille de l'ouverture du terminal ultra-moderne de Saint-Pancras qui doit accueillir ses premiers trains à grande vitesse ce matin, malgré la grève des transports en France.

L'Eurostar fonctionnait depuis ses débuts en 1994 à Waterloo, au sud de la Tamise, et a transporté près de 32 millions de passagers depuis lors. Depuis plusieurs semaines, une affiche placée au-dessus de l'embarquement prévenait les voyageurs de la date du changement de gare tout en leur adressant un grand merci - pour leur fidélité.

L'adieu a duré une partie de la journée d'hier, avec notamment un mini-concert de la chanteuse Lily Allen qui a terminé par une chanson intitulée « Waterloo Sunset » - le prépuscule de Waterloo) devant des centaines de specta-

teurs Britannique de 62 ans, se réjouissait d'avoir gagné un concours permettant d'effectuer le dernier voyage de Waterloo et le premier vers St-Pancras. « On fait un peu partie de l'histoire, c'est fun », souriait-elle, notant l'émotion ambiante. La dernière rame à quitter Waterloo a été le 18 h 12 pour Bruxelles, au son d'un orchestre de jazz, et la dernière rame à y passer fut Paris-Londres de 19h58. Le directeur général d'Eurostar Richard Brown a souligné combien « les millions de voyageurs passés par le terminal avaient aidé au renouveau du quartier de Waterloo et des rives sud de la



ST PANCRAS REBORN

Forty years ago it faced demolition. Today Europe's greatest railway building is back in



Eurostar. Paris - Londres en 2h15, c'est royal

La reine d'Angleterre a inauguré la gare rénovée de Saint Pancras. Et à partir du 14 novembre, les rames Eurostar devaient mettre 2 heures 15 entre Londres et Paris.

High Speed Rail Drives Growth

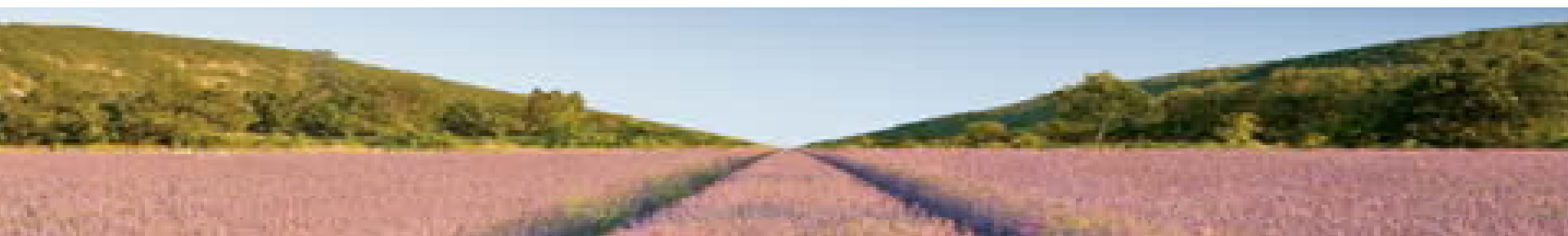
2003	2007
Travellers: 6.8 million	Travellers: 8.3 million
Punctuality: 77%	Punctuality: 91.5%
Ticket Sales: £375 million	Ticket Sales: £599 million

2010

10 million
Travellers

93% +
Punctuality

Tread Lightly



The Next Stage - Railteam



Railteam



High Speed Europe

Network map

Plan du réseau

Netwerk Kaart

Streckennetz



Customer benefits aim at creating a seamless European High Speed network

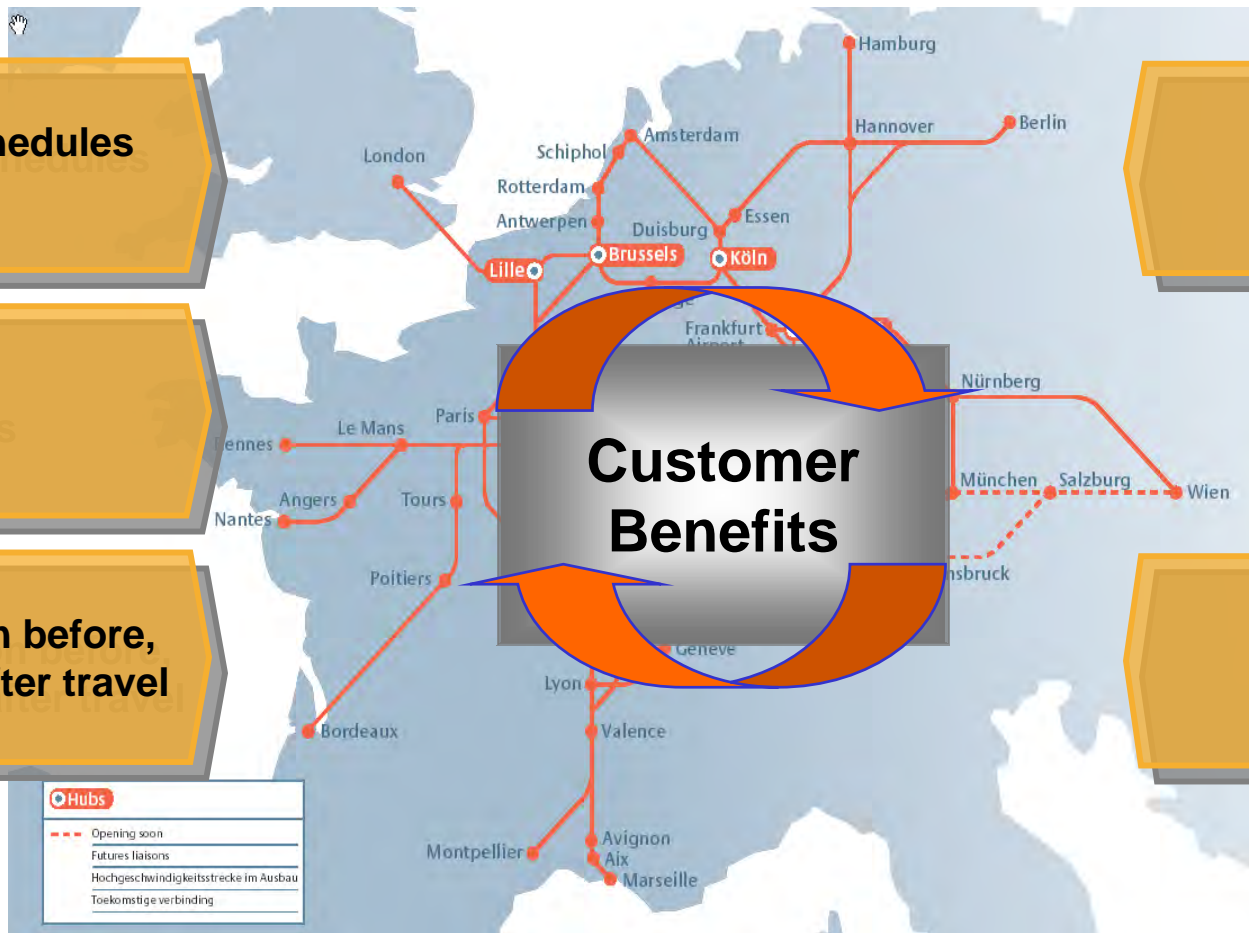
1. Prices, Schedules & Booking

2. After Sales

3. Information before, during and after travel

4. Improved Connectivity

5. New Product benefits





Thank you



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