



The yellow class.

**PostAuto**

**DIE POST** 

# PostBus – the master of change



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- PostBus subcontractor model in Switzerland
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**PostBus as a company**

**successful**

# PostBus as a company (1)

A story that dates back more than 100 years

- **1849:** Establishment of horse-drawn postal network
- **1906:** First scheduled motorized delivery route between Berne and Detligen (replaces a horse-drawn carriage route)
- **1919/1920:** Conversion of 40 army vehicles into Postbuses, resulting in more than 12 new routes in the Central Plateau region – a significant development
- **1921:** Introduction of Alpine Post: Opening of Grimsel, Furka, Bernardino and Oberalp passes
- **1930:** Replacement of almost all horse-drawn routes (with the last remaining route in Graubünden only closing in 1961!)



## PostBus as a company (2)

### From the Alps to the cities

- **1946:** Opening of the Susten Pass and start of an era which included the famous three and four-pass round trips which still remain favourites today
- **1956:** Ticket machines are installed in 50 Postbuses
- **1965:** The first, modern, sheltered PostBus station was built above the platforms of the main railway station in Berne
- **1969:** The first articulated Postbus was brought into operation
- **1980:** PostBus began operating the city buses in Bellinzona



## PostBus as a company (3)

The number one in regional road-based transport

Swiss Federal Railways SBB is the rail-based market leader

PostBus Switzerland Ltd. is the road-based market leader

and

Private railways	42
Urban public transport operators	16
Licensed bus operators (private/public)	162
Shipping companies	20
Aerial cableways etc.	318

Source: [www.litra.ch](http://www.litra.ch) Transport figures – general data, 2007



# PostBus as a company (4)

## A decentralized company covering nine regions

PostAuto Schweiz AG



## PostBus as a company (5)

Top-quality services ensure number one ranking in Switzerland

	Total	Generated
<b>abroad</b>		
Turnover	EUR 364 m.	EUR 18.5 m.
Kilometres travelled p.a.	94 million km	5.5 million km
Passengers	116 m.	5 m.
Route coverage	10,210 km	383 km
No. of routes	767	29
No. of vehicles	2020	111
Employees	1,853 (heads)	252
Subcontractors	217*)	

\*) PostBus operators with approx. 1,340 drivers

(Source: PostBus Switzerland Ltd. performance report 07  
EUR 1 = CHF 1.68)

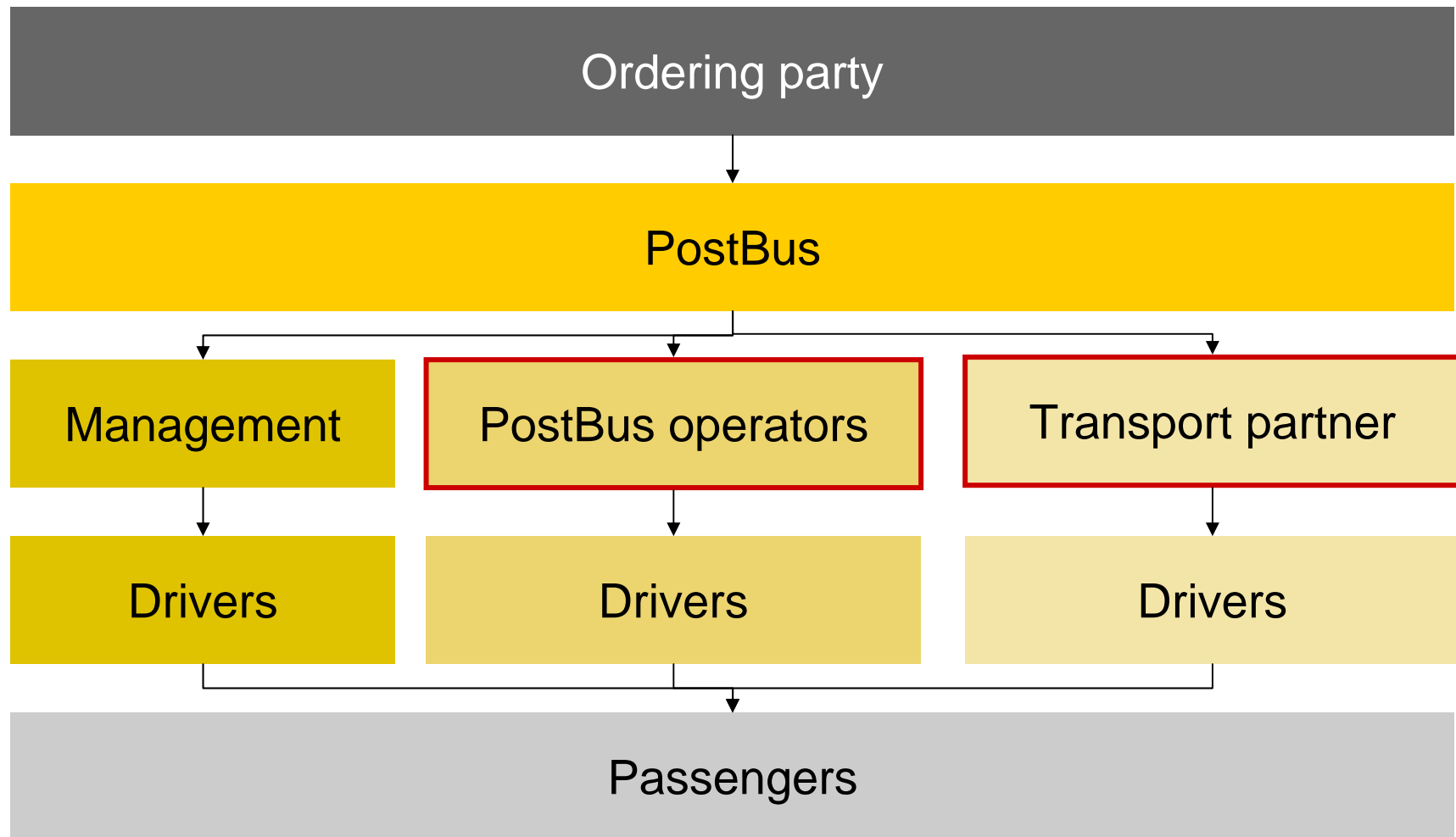


**PostBus subcontractor model in  
Switzerland**

**cooperative**

# PostBus subcontractor model in Switzerland (1)

## Overview



# PostBus subcontractor model in Switzerland (2)

## Operating conditions

The following operating conditions apply to all business models:

- The licence and all associated rights and obligations will remain with PostBus.
- The company will always appear under the (yellow) PostBus brand

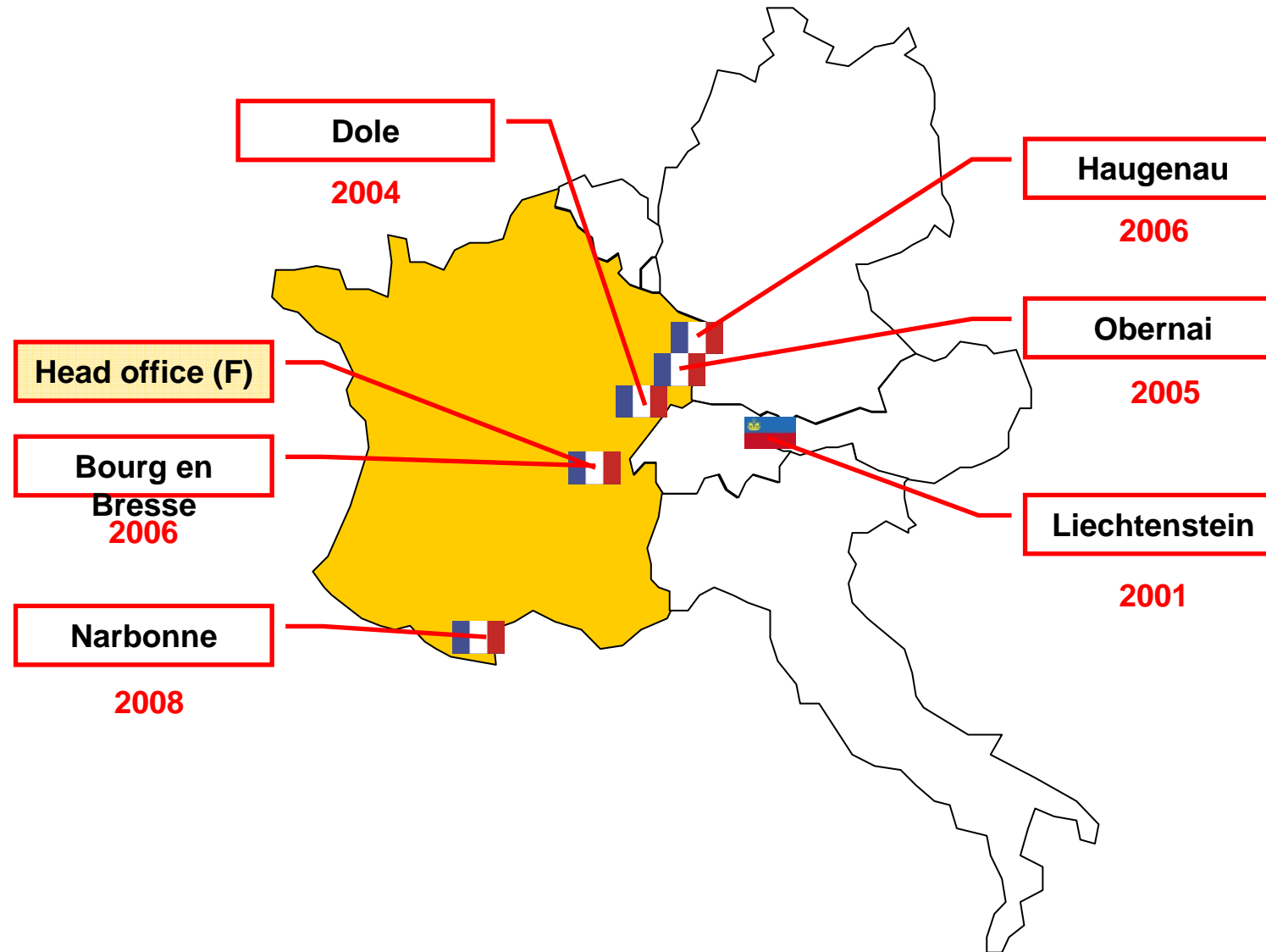


**Growth through the expansion of  
activities abroad**

**new**

# Growth abroad (1)

## Networks in France and the Principality of Liechtenstein



## Growth abroad (2)

### Development of strategy for international growth

#### Change of strategy in three key parameters

##### 2001 - 2007

- 1 Geography: idea of proximity → reduced perimeters **+/- 200 km around Switzerland**
- 2 Target markets: predominantly **urban**, small and medium-sized towns and conurbations
- 3 Market entry: by **winning tenders**

##### Since 2008

- 1 Geography: interesting areas for public transport → **e.g. eight regions throughout France**
- 2 Target markets: **urban** (medium-sized towns and conurbations) and **regional transport**
- 3 Market entry: **tenders, cooperation agreements** with independent companies and/or **company acquisitions**

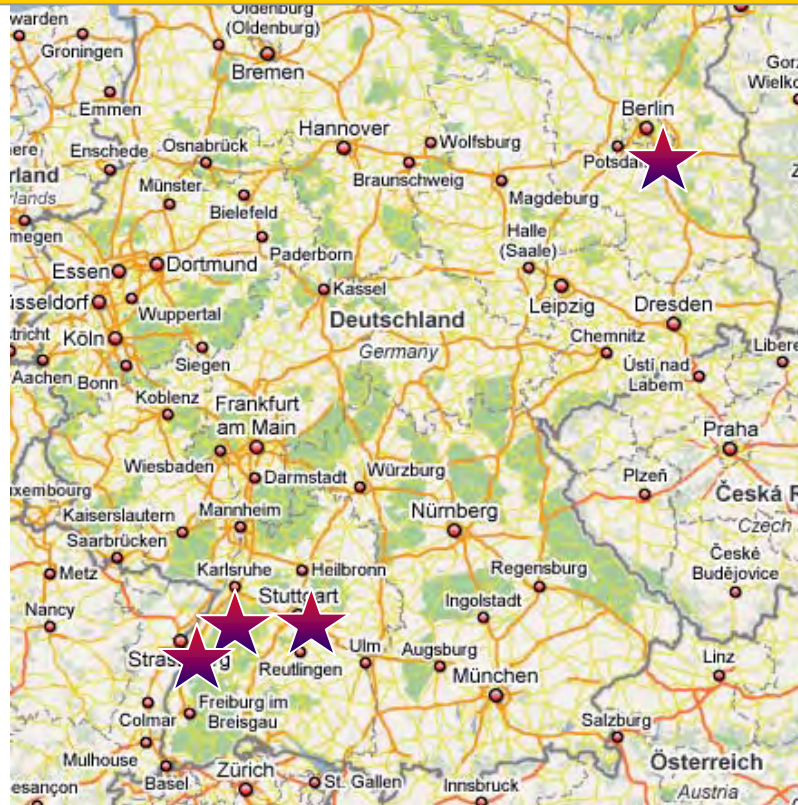


## Growth abroad (3)

### Start of strategy implementation in Germany and Italy

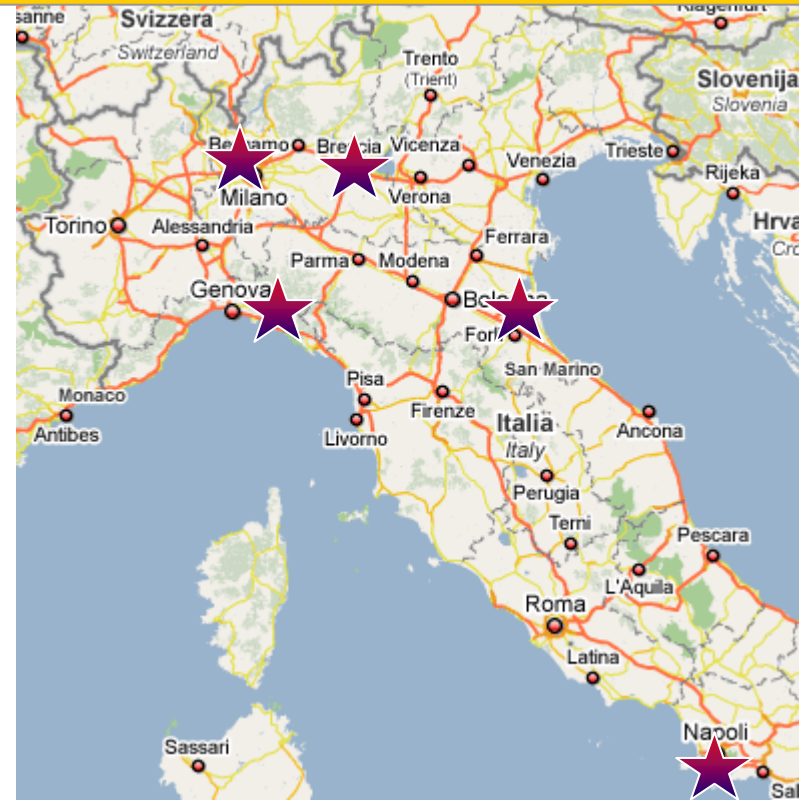
#### Germany in 2008:

- Initial contact with potential cooperation partners
- Passive participation in trade fairs



#### Italy in 2008:

- Initial contact with potential cooperation partners
- Active participation in trade fairs



**Thank you for your attention.**

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