



westbahn

WESTbahn MANAGEMENT GMBH

at your service since Dec.11th,



On Dec 11th at 4.45, the first WESTbahn train commenced its operations...

On the first day...

- // ... 97 percent of all arrivals were in time
- // ...all our trains performed well without any troubles
- // ... we had an average load factor of 70 percent

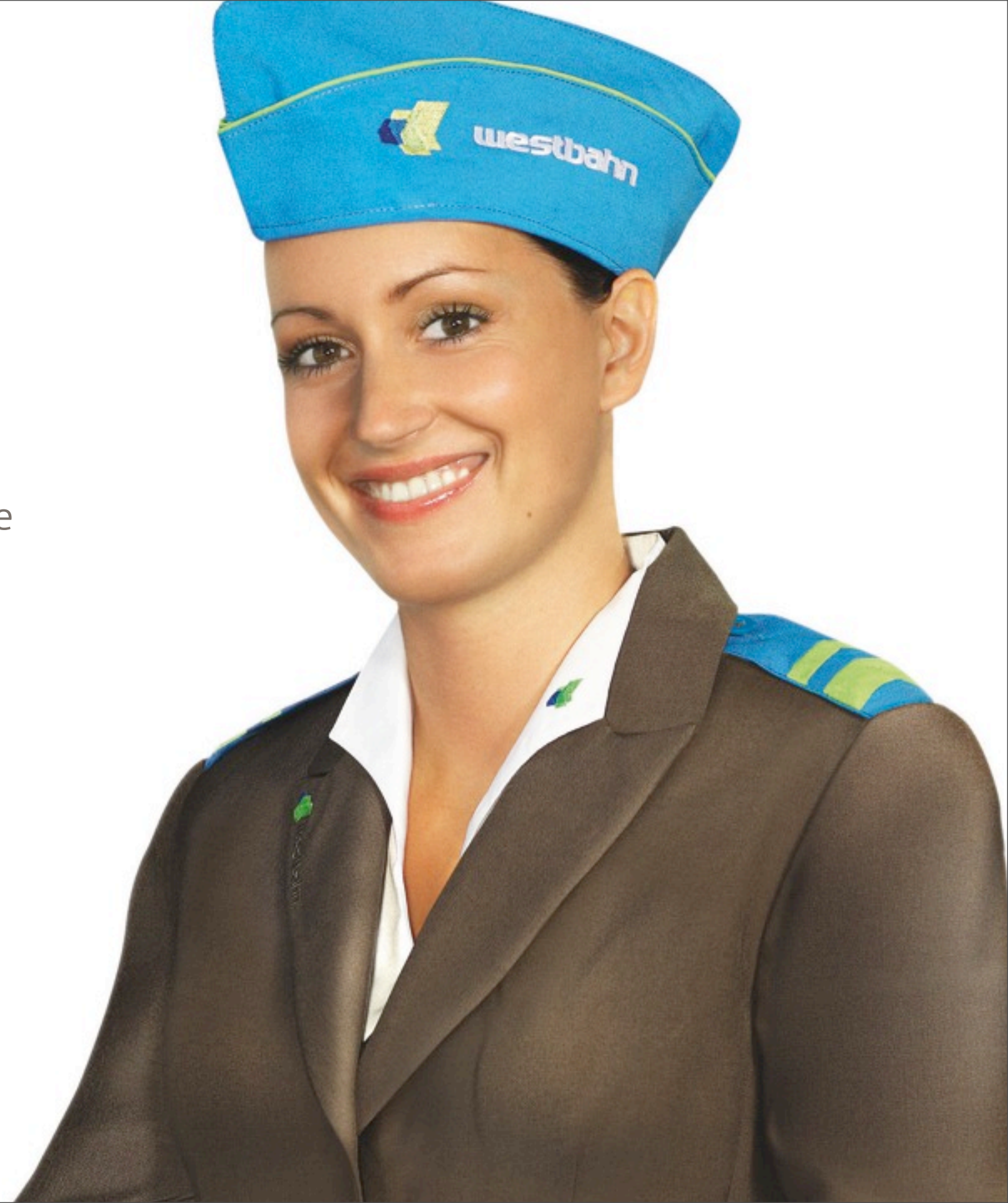


After 11 days we welcomed our 100.000th customer



Today...

- // ... 98 percent of our trains arrive in time
- // ... our customers rate our performance on average with 1.29 (1=very good, 4=poor; 6900 questionnaires evaluated)
- // ...we strive to get better every day



WESTbahn Facts

- // 14 daily connections between Vienna - Linz - Salzburg
- // One staff member per coach entirely dedicated to customer care
- // Our trains meet all mobile communication requirements (e.g. free wlan/better signal strength)



WESTbahn facts

// Started on **Dec. 11th, 2011**

// Seven intermediate stops between Vienna and Freilassing

// Less than 3 hours ride on the first year between Vienna and Salzburg, 2:30 hours by the end of 2012



BOOKING CHANNELS

online....



...onboard



„Rail travel becomes easy again“

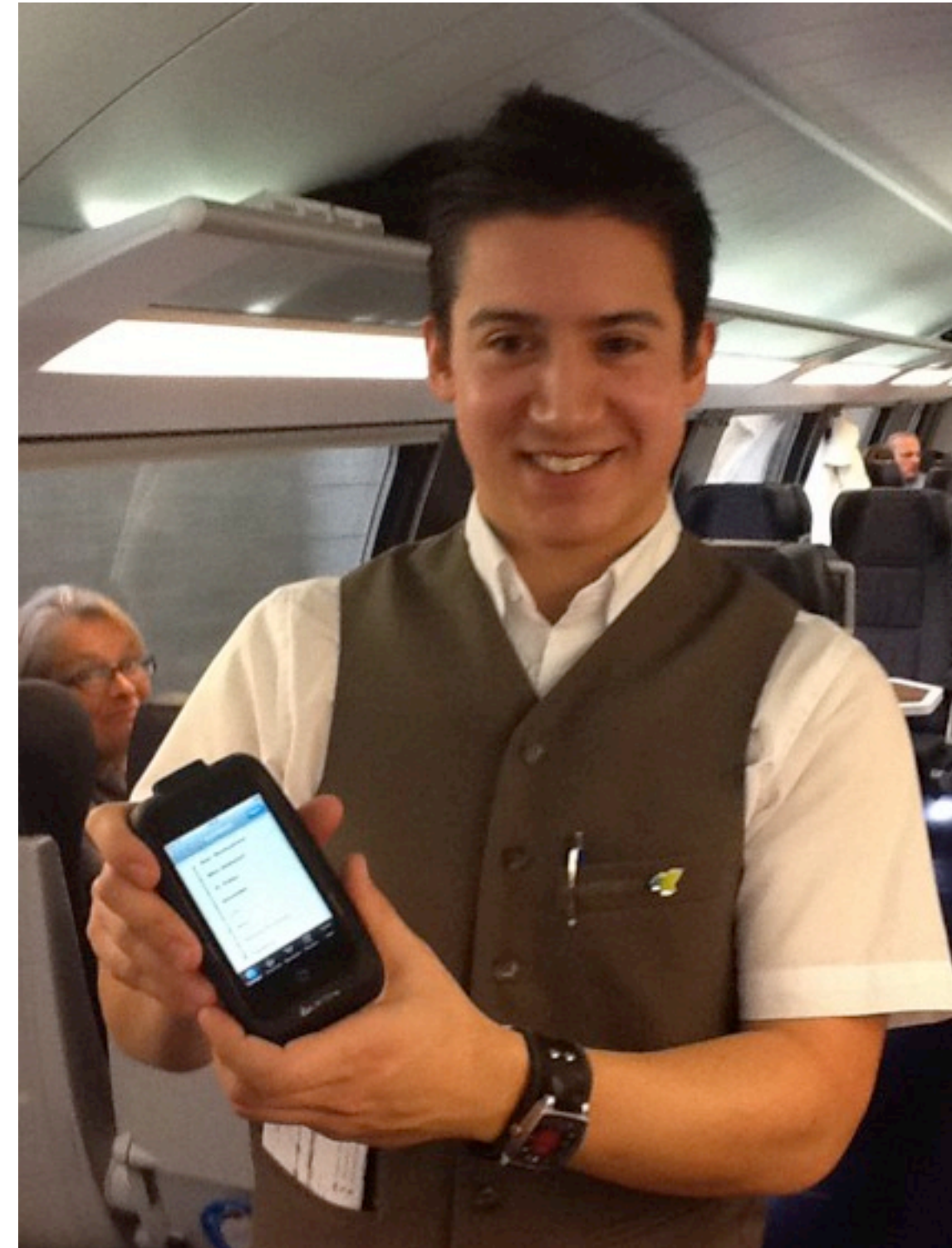
Variety of tickets

The image displays four promotional cards for different ticket types, each with a blue header and a white background with a grid pattern. Each card features a man in a white shirt and a blue button with text.

- Single Ticket:** A man is holding a single ticket. The button says "Buy Ticket".
- Kilometerbank:** A man is holding a yellow measuring tape. The button says "Buy Ticket".
- Reservations:** A yellow bicycle and a blue wheelchair are shown. The button says "Buy Reservation".
- Seasonticket:** A man is holding a red alarm clock. The button says "More info".

Trendsetting for our customers

- // Tickets with one year validity
- // cancellation of tickets at no charge
- // exchange of tickets at no charge
- // Kilometerbank with two years validity



Premium quality for all customers...

- // comfortable leather seats
- // extra wide leg-space
- // power socket on each seat
- // free wlan on the whole train
- // four cafés per train
- // separate toilets for ladies and gentlemen



Half price of the regular tariff of the competitor



Our business strategy

- // Our business is not transportation, our business is supply of a service
- // 85 percent of our staff has direct contact with the customers, the back office is as lean as possible.
- // No excuses, but rather customer-oriented solutions.
- // 25 percent market share after 5th year in operation.



Still a long way to fair competition



- // Incumbent gets more than 6 billion Euro within the next ten years just for operation.
- // Contracts without competitive bidding is still possible
- // Competitive biddings have been promised but so far not a single one has been executed
- // The incumbent does not get prepared for the free market but does get sheltered by government decisions

Further discrimination



over-the-counter selling



advertising at the station



creation of timetable



inclusion in timetable information



customer loyalty programmes





nach Salzburg

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I am looking forward to your questions!

WESTbahn Management GmbH

www.westbahn.at