



From zero to Italo, so competition was born.

Giuseppe Bonollo
Director of Marketing and Promotions - NTV

ntv
Nuovo Trasporto Viaggiatori

 **.italo**

Italo: connections and stations



6,2 million travellers in 2013

52 daily connections

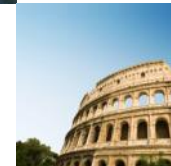
400.000 loyalty members

(as of March 14th)

812.000 Facebook fans

(as of March 14th)

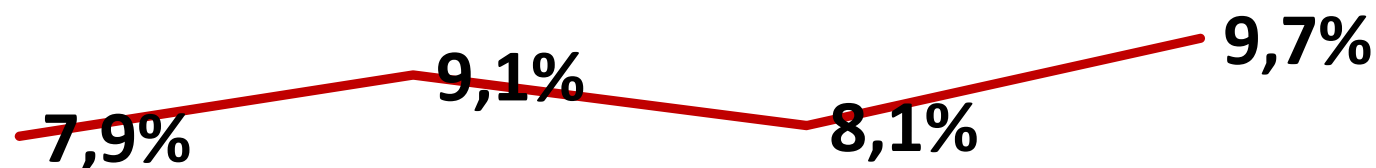
1° in Rail world-wide



High Speed Market Share

.italo

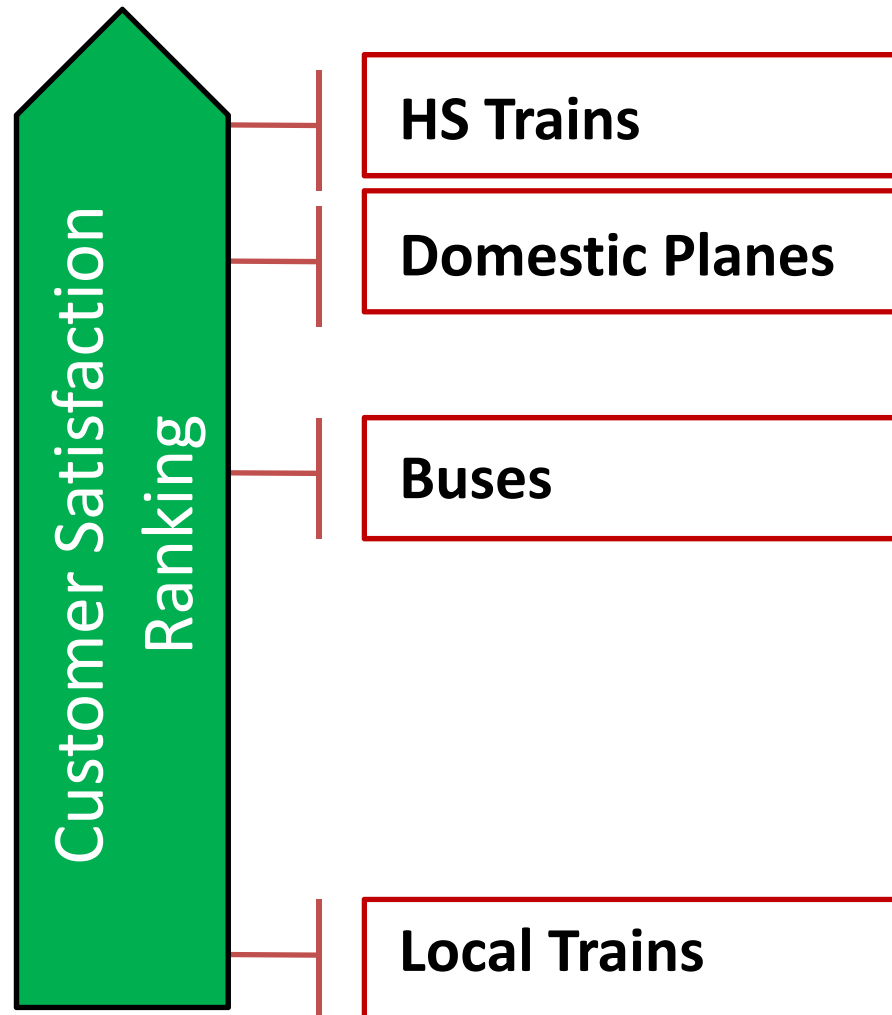
High Speed Market Share
Estimated on all means of transportation
Trips > 150 km



SOURCE:

customer surveys conducted by independent Market Research Institute for NTV.
Base: 33.748 interviews, Sept. 2012 – Dec. 2013

Customer Satisfaction on different means of transportation



SOURCE:

customer surveys conducted by independent Market Research Institute for NTV.



Base: 33.748 interviews, Sept. 2012 – Dec. 2013

Italo: design and technology

.italo 



 NATIONAL
GEOGRAPHIC
CHANNEL HD

.italo 

BEST TRAIN FOR HIGH-SPEED



WINNER OF THE 2013 DESIGN AWARD AS
«LIFE-ENHANCER OF THE YEAR», BY THE
WALLPAPER MAGAZINE

.italo 
ALSTOM







For the travellers: the service

.italo 



For the travellers: the entertainment

.italo

.italolive



VENDITE ESTESE
FINO AL 25 OTTOBRE

SCOPRI LE OFFERTE



TUESDAY, 04 MARCH 2014

ROMA

18:01



News Live

Movies

Tv Series

News

Newspaper

Books

Travel

Weather

Admin



Web links



News Live

Tv Series

Movies



Hello

Buy a ticket
Check timetable
Create/edit profile
Follow journey updates
Go to homepage
italotreno.it

Access to services

.italonostress
Limo service
Milan - Rome



News
paper



News



Weather



Books

Travel in Italy by Dove



Overview



Museums



Places



Monuments

Italo "door to door" services

.italo



Rent-a-car

Hertz



Park your car "on internet"

MyParking.it



Door to door luggage



Your limo at the taxi price

DHL



Car-sharing

CAR
2GO



Booking on restaurants

.italojunior

Assistance for kids travelling alone



.italotour

Train + hotel and events

Land and sea links

.italo

**PUBLIC MEANS OF
TRANSPORTATION**

**TOURISTIC BUS
LINKS**

SHUTTLES TO AIRPORTS

FERRY BOATS



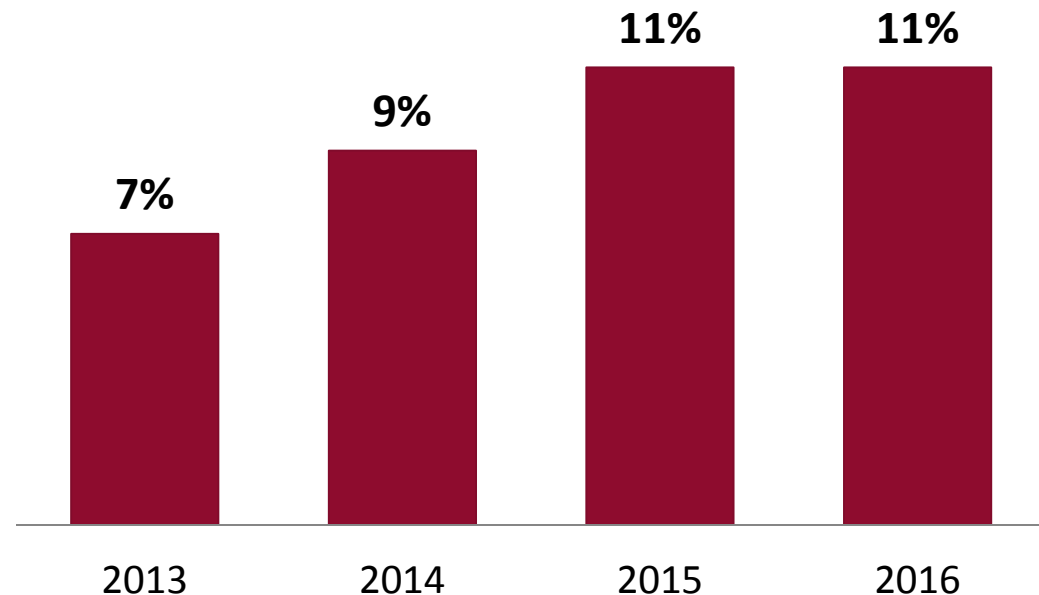
High Speed connections: ideal also for international tourism

.italo



- **Fast connections between Italian major touristic cities (Milan, Venice, Florence, Rome, Naples)**

TARGET GROWTH:
international travellers as % of total
Italo passengers



Flight & Rail



Cathay. The partnership.

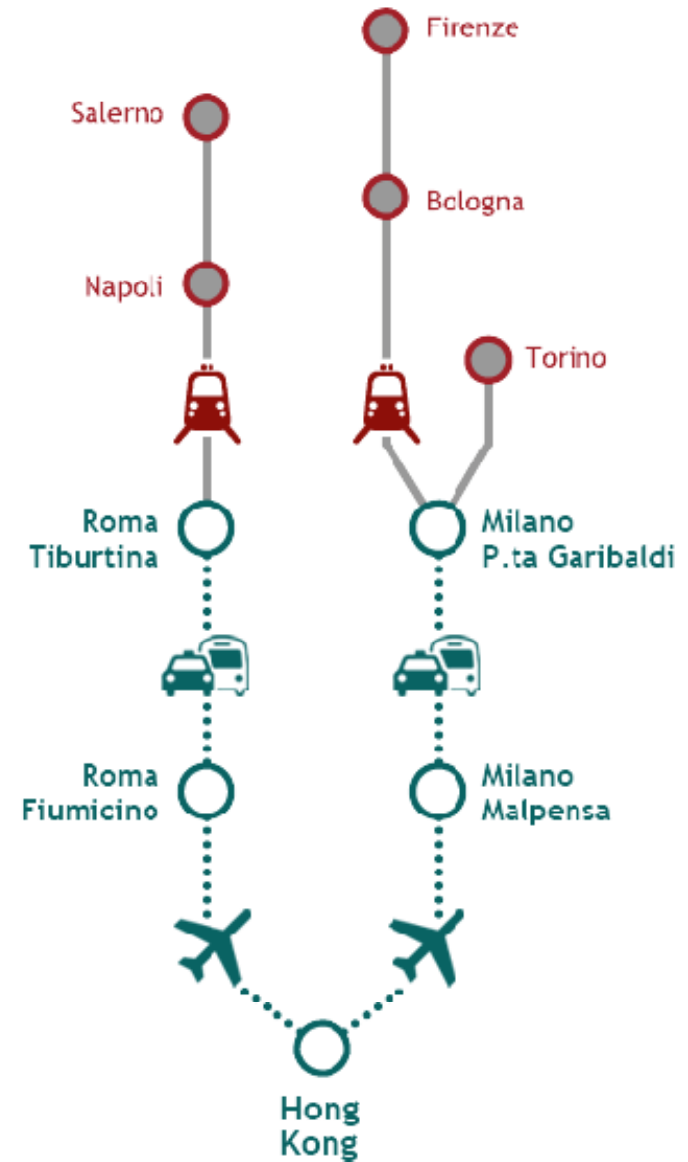
.italo

.italo

&

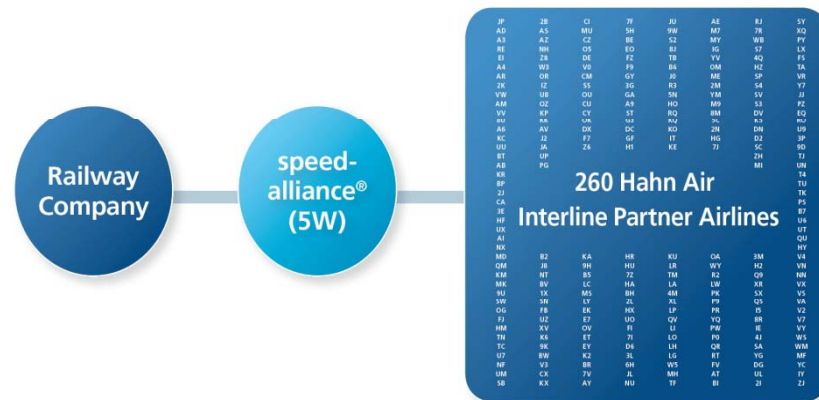


CATHAY PACIFIC





- Speed-alliance[®] is a service of Hahn Air Systems, the world's first Global Consolidation Service (GCS)
- With the two-letter code 5W, speed-alliance[®] gives travel agents the opportunity to display and book Italo in major GDS, including intermodal connections with 260+ airline partners
- Access to 191 markets and 91,000 travel agencies



Italo, state of the art in eco-sustainability



Italo

98% of recyclable materials

- 15% CO2 emissions

Display of comparative CO2 emissions (*based on Ecopassenger methodology*)



Con italo hai scelto di viaggiare più ecologico



Emissioni di CO2 per il tuo viaggio