

CISALPINO

“The best way to travel through the Alps”



Cercle Royal Gaulois, Bruxelles, le 15.02.2008

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THE CISALPINO COMPANY



Cisalpino AG is an Italian-Swiss Railway organisation shared at 50% by both SBB AG and Trenitalia S.p.A.

Share Capital	162.5 mio CHF
Foundation	23th November 1993
Oper. Start-up	29th September 1996, with services on the Geneva – Milan route.
Sites	Cisalpino AG, Parkterrasse 10, CH 3001 - Bern Cisalpino AG, Bahnhofplatz 14/15, CH 8023 - Zürich Cisalpino AG, Stazione Centrale, I-20125 Milano
Superv. Board	6 members of the board with a yearly mandate
Business Manag.	Managing Director (Alain Barbey, since 2007)
Personnel	45 employees (operation and maintenance outsourced to TI/SBB)



Losanna

Cisalpino's 2007 results

Total Passengers transported	12 Millions
Trains/Km Total	4,4 Millions
PKM Total	1.525 Millions
Daily services	49
Global Income	255 Millions CHF 158 Millions EUR



Brief history

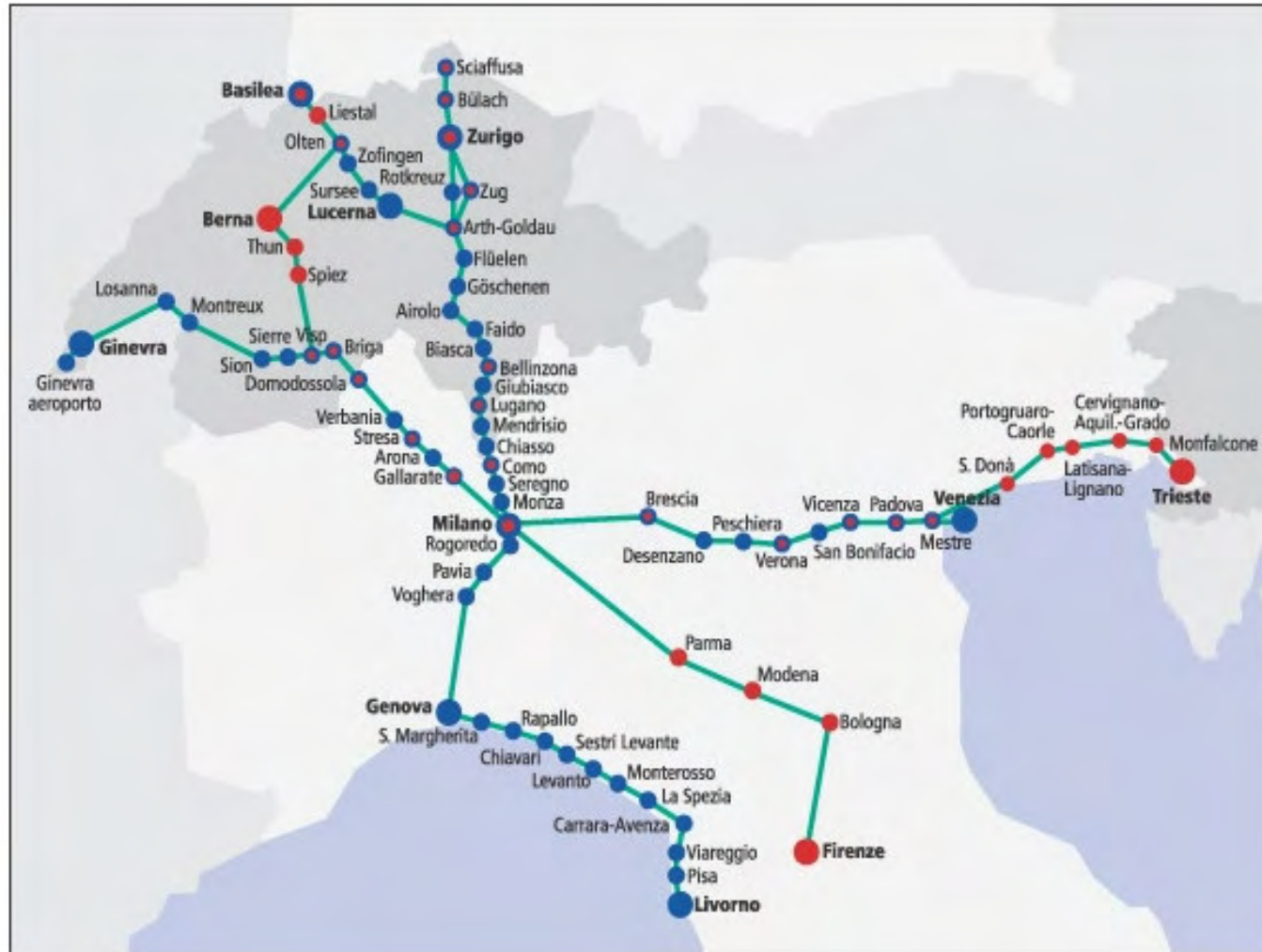


- September 1996
First services with the multi-voltage ETR 470-tilting trains;
- June 2004 (1. Migration)
Conventional EC-trains – Deluxe: with Cisalpino-Standard, e.g. Cisalpino restaurant car etc. (“Cisalpino branded”)
- December 2004 (2. Migration)
Conventional EC-trains - Shuttle
(short Cisalpino-branded trains on the Simplon route)
- December 2005 (3. Migration)
Conventional EC-trains on the Gotthard route
(not “Cisalpino branded”)

Total fleet:
9 ETR 470 Tilting trains
22 EC trains
14 ETR 610 ordered in 2004 (expected in Sep-Dec '08)

Cisalpino Network 2008





Rete Cisalpino 2008
 ● fermata ETR 470 (pendolino)
 ● fermata EC Cisalpino (treno convenzionale)

- **4x2 ETR470 services on the Milan-Bern-Basel route**
(via Simplon and Lötschberg Tunnel)
- **5x2 EC services on the (Venice)-Milano-Geneve route**
(via Simplon Tunnel)
Total: daily 9x2 services via the Simplon Tunnel
- **4x2 ETR470 services on the Milan-Zürich route**
(via Gotthard Tunnel, 2x2 services to Florence/Trieste)
- **5x2 EC services on the Milan-Zürich route**
(via Gotthard Tunnel, 2x2 services to Venice/Livorno)
- **5x2 EC services on the Milano-Basel route**
(via Gotthard Tunnel, 1x2 services to Venice)
Total: daily 14x2 services via the Gotthard



- ❖ Integration in Swiss railways network and connections system:
On the Gotthard line, hourly Cisalpino service Milan-Arth-Goldau, with alternate services to Zürich or Luzern-Basel and immediate connection to the other route.
On the Lötschberg line (Brig-Visp-Bern-Basel), Cisalpino services are integrated in the hourly-IC system Brig-Basel/Zürich.
- ❖ Integration in Trenitalia network:
EC Cisalpino trains are integrated in the hourly services Milano-Venezia and Milano-Genova(-Livorno).





Not only services between Switzerland and Italy:
Cisalpino offers
many connections points for “beyond Switzerland” traffic:

Basel Sbb: to/from Germany, France, Luxembourg and
Belgium

Zürich Hb: to/from Germany (Stuttgart)

Lausanne: to/from Dijon-Paris

Geneve: to/from France (Paris, Lyon, Chambéry)

Cisalpino is the best way to cross the Alps,
connecting Northern and Southern Europe
with the most efficient and frequent services.

New services in 2008: The Lötschberg Tunnel



The Lötschberg Tunnel:

Total length: 34,567 Km
(more than 22Km with single track)

Maximum permitted speed: 250 Km/h
(from Dec 2008 with ETR610)

Actual maximum speed: 200 Km/h



Cisalpino connects Northern and Southern Europe via Basel Sbb/Zürich Hb:

Milan-Strasbourg via Basel Sbb: 5h44'

Milan-Frankfurt via Basel Sbb: 7h30'

Milan-Köln via Basel Sbb: 8h41'

Milan-Stuttgart via Zürich Hb: 6h38'

Milan-Paris Est via Basel Sbb: 8h16'



Cisalpino Network improvements from Dec. 2008:

- **100% ETR Services on Gotthard, Simplon and Lötschberg Axes.**
- **2-Hour system on the Gotthard Line between Milan and Zürich (7x2 services in 3h40').**
- **Access to the new italian High-Speed line between Milano and Bologna (Zurich-Bologna/Florence: -55/60' journey time)**

Cisalpino experience in tilting train :

- **Bruxelles – Bâle with ETR610 in around 05h 30mns
Bruxelles – Strassbourg in around 04h30mns**
- **The ETR 610 is a very comfortable tilting train but requires a lot and attentive maintenance**
- **Multi voltage 1500/15000/25000 kv**
- **Numerous adaptations of the security systems requirements would prohibit an ETR610 to travel to additional countries (already ok re multi voltage)**
- **A certain protectionism of all state against new comer or against foreign material**

Global Market Prices: first 2 years of a new Pricing Model.



- **Global Market Prices were introduced in Dec. 2005 for the entire Cisalpino Network.**
- **The Cisalpino Inventory is hosted in the Trenitalia System (TPF/Sipax).**
- **The entire Cisalpino Fare Offer is also available via Hermes.**
- **With the GMP System fare calculation is automatic: Cisalpino tickets can be sold in many “self service” ways on both Trenitalia and SBB systems.**
- **Deep analysis are in progress for a new strategy in the international price structure in 2009.**

Main task: Improve integration with both Trenitalia GMP system and SBB TCV/Open system (no reservation required in internal Swiss services).

**Cisalpino Global Market Prices structure
has actually 38 different fares:**

- 2 Full (Adult/Child)
- 4 Group
- 9 Tour Operator
- 5 Applicable for Swiss reductions.
- 5 Socio-Demographical
- 2 “Instant Purchase”
- 3 Special promotions
- 8 Pass/Service Fares.

Yield Mgmt/Revenue Mgmt system are not actually used for all fares.

New technology on test: ETR610



New ETR610 trains will be introduced in Oct-Dec 2008:

- Max Speed: 250 Km/h
- SCMT/ETCS2/ERMTS security systems
- Tilting “Pendolino” Technology
- 7 coaches for 432 seats
- Bar/Restaurant Coach
- 3 voltages: 3Kv cc, 15/25 KV ca
- Can be used in IT / CH /D / A
- 14 trains ordered to Alstom
(34 options)



New design for the Restaurant Coach



Cisalpino Vision



Cisalpino Vision:

- **Make Cisalpino more than a train!**
- **Ensure visibility and create actively a positive customer travel experience throughout the whole service chain.**
- **Position the product and brand it in the relevant market segments.**

Cisalpino Strategy:

- **Create a complete chain of product**
Before Journey: easier systems to purchase ticket;
During Journey: new trains and on board services;
After Journey: improve after-sales activities.
- **High-tech product ETR 610**
ETR470 restyling
- **Renew the Company's image**
(Re-branding planned in Spring 2008).

Cisalpino Strategy:

- **Keep and Improve market share in the North-South traffic.**
- **Develop South-North Traffic (high potential in northern Italy).**
- **Plan connections and fares integration in European High Speed Network.**

Cisalpino USPs:

- **Comfort and Technology.**
- **Travel Experience through the Alps.**
- **Personalized on-board services.**
- **Journey without weather/traffic restrictions.**
- **Environment.**



Thank for your attention!

