

# THALYS

by

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**Thalys**  
international

# Thalys: a unique experience

Thalys: a **High Speed Train** (300 km/h =  $\pm$  185m/h)  
linking **4 european countries** since  
December **1997**

Belgium



The Netherlands



Germany



France



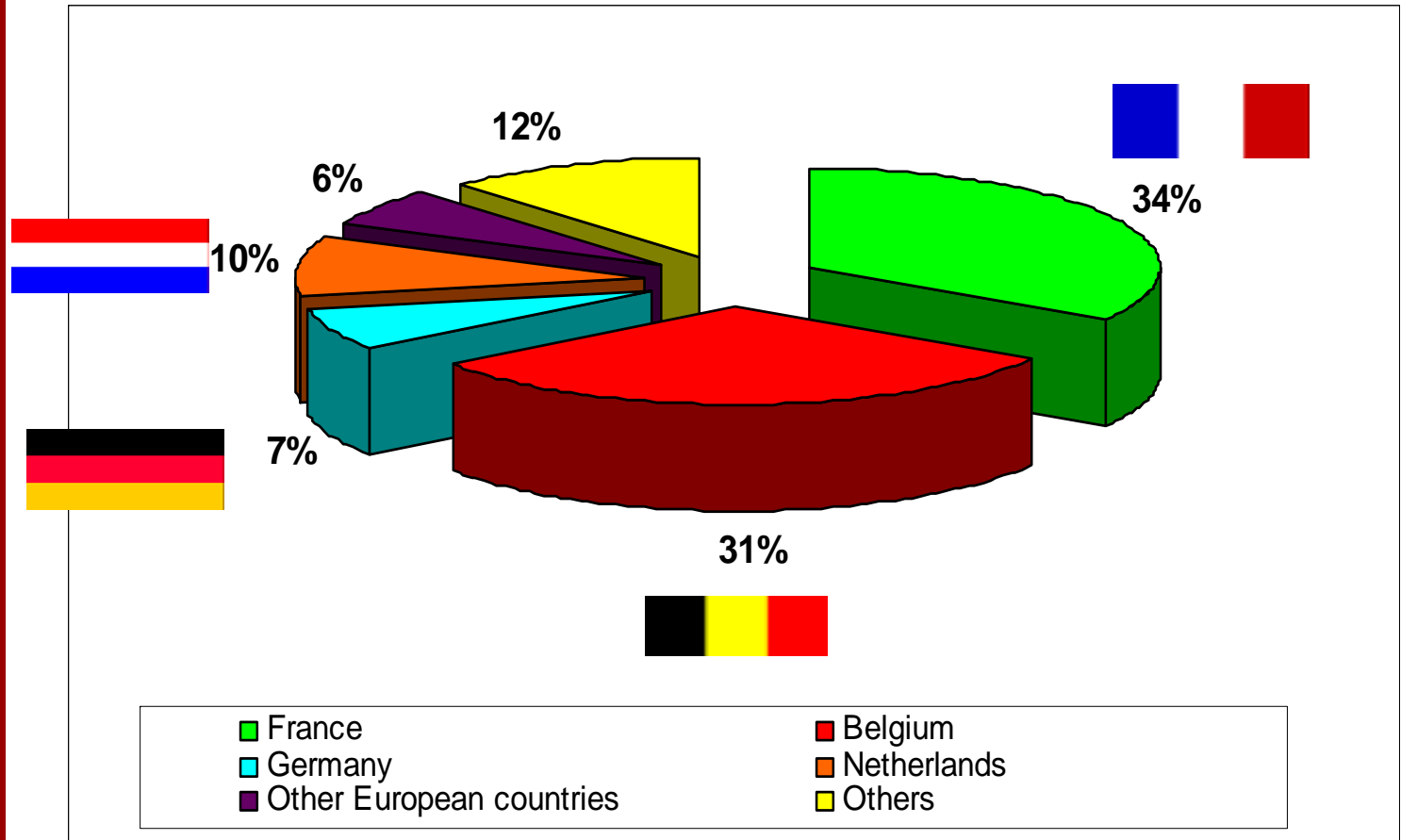
# PARIS - BRUSSELS - AMSTERDAM - COLOGNE





- Nearly **6 million** passengers carried in 2003
- **50%** Leisure - **50%** Business
- 69% **Comfort 2** - 31% **Comfort 1**
- **Turnover 2003**: 300 million euros
- **Progress of the turnover** mid- October: close to 5%

## Passengers' nationality



# Thalys in Germany

## Cologne-Paris

- 6 times a day
- Travel time in:
  - 2004 = 3h56
  - 2008 = 3h09

## Aachen-Paris

- 6 times a day
- Travel time in:
  - 2004 = 3h11
  - 2008 = 2h33

# Thalys in Germany

## Cologne-Brussels

- 6 times a day
- Travel time in:
  - 2004 = 2h22
  - 2008 = 1h40

## Aachen-Brussels

- 6 times a day
- Travel time in:
  - 2004 = 1h38
  - 2008 = 1h06

## Air – Rail with Thalys

Paris-CDG (since November 1999)

✓ *Thalys - Air France (since 2001)*

✓ *Thalys - American Airlines (since 2000)*



Brussels-Zaventem (since December 2003)

✓ *Thalys – SNBA*

Amsterdam-Schiphol (since January 2002)

✓ *Thalys – KLM*

**Objective: 'Thalys, the reference carrier  
for all our destinations by 2008'**

## Customer choice between 3 transport options

### By car

- "Cocoon"-style comfort AND convenient door-to-door travel
- BUT road trip fatigue, accident risk AND idle time

### By airplane

- High spontaneous awareness AND fast (real or imagined)
- BUT problem of airport accessibility AND longer unproductive waiting and transit times

### On Thalys

- City center to city center travel AND productive use of otherwise idle time
- BUT varying awareness levels depending on the country



## **Key contributors to Thalys' success, present and future**

- **Seamless travel experience**
- **Comfort and on-board services**
- **Time management: saving time, productive use of time**

## New technology drives seamless travel experience

- **Home Printing** and **SMS Ticketing**



- **Ticketless:** reserve in one simple phone call or via Internet



- **Seamless exchange**

## New technology drives seamless travel experience

- Punctuality
- **Localys**: tracking via satellite



- **SMS updates** in the event of delays or disruptions



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# New technology drives seamless travel experience

- **Continuously upgradable site and portal**

- Access to all the relevant information, options and useful links before as well as soon during the trip



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## Comfort and on-board services

**Interior redesign** of all 27 trainsets for the opening of the high speed line

- Priority focused on at-seat comfort
- In pursuit of innovative solutions for the on-board atmosphere

**On-board services** designed to improve customer satisfaction and make the best use of time

- At-seat meal service, newspapers, taxi reservations
- Wi-Fi on board



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## Internet on board

### Maintaining connectivity:

- a growing consumer need
- a key differentiator vs. air travel and cars



## Internet on board

- **Technological considerations**

- Life cycle (train vs hardware)
- Performance levels equivalent to home/office (ADSL)
- Expandable/upgradable solution

- **Financial considerations**

- Durable
- Widest availability for all passengers



## Internet on board

- **Service design as a consequence**

- No integrated seatback solution

- A completely self-sufficient full-service customer experience on board via the Thalys portal