

jones garrard

MOVE

building great brands for transport businesses on the move

Maximising value from train refurbishments

First Capital Connect

319, 365, 313, 317

First Great Western

HST, 142, 143, 150, 153, 158, 165, 166, sleeper

Why do it?

Build the brand relationship with the customer

- what does the customer want?
- what does the operator want?

The customer experience!!







Flooring

Pedestal bases

Seats - backs, foams, covers

Grilles





Lighting - technology/invertors/colour/diffusers

Grab poles/luggage stacks

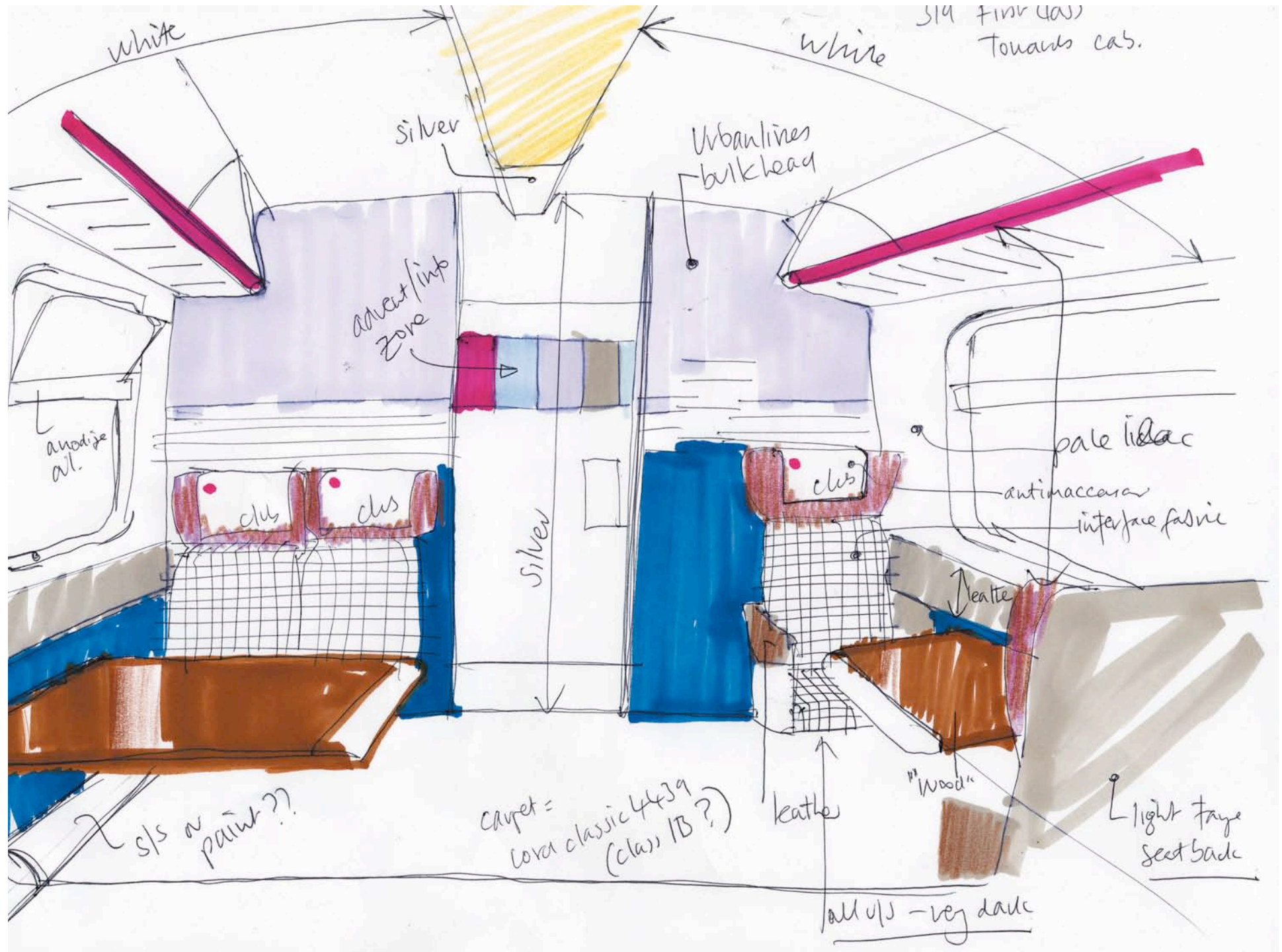
Wheelchair/priority seats

Colour - anti graffiti/materials/RVAR/TSI-PRM

Communications

Smell the picture!







Mock up - customer feedback



Customers - benefits within the brand wrapper

Executive/depot/drivers/maintainability

Schedule of finishes/robust specification/budget

Interaction with aspiration and price/contract

In-house, engineering, mock-up

RVAR/ROSCo

Don't mix old and new/seat prices

Consistency, standard set of finishes

Happy customer

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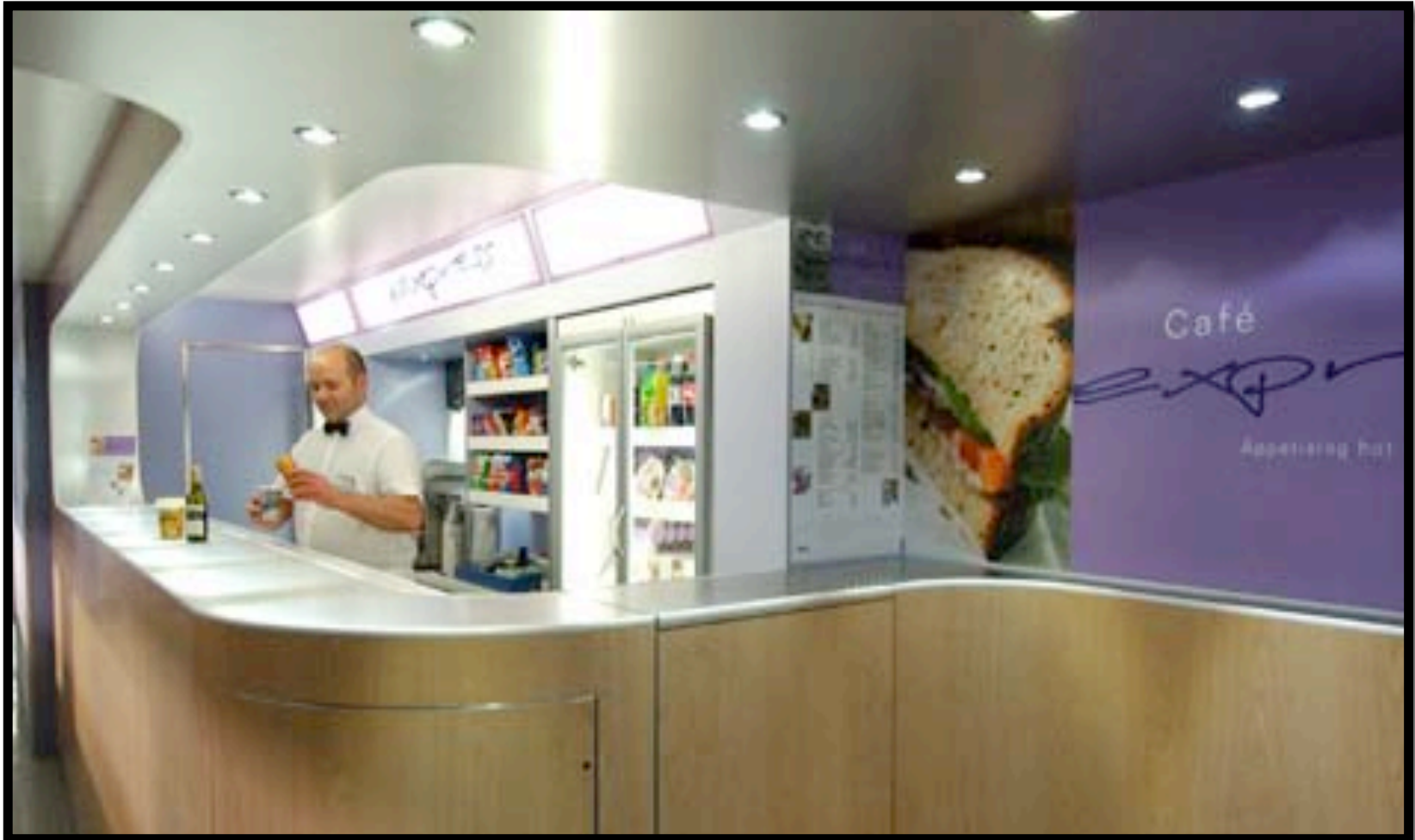
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First Great Western High Speed Train major redesign - first class interior



First Great Western High Speed Train major redesign - buffet



First Great Western High Speed Train major redesign - standard class interior



Happy stakeholders