

NEW APPROACH TO ROAD AND RAILWAYS ATTRACTIVENESS

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The Railways of Islamic Republic of Iran (RAI)



There are
2 main points!

First Point

First Point :

**More attractive stations
As a competitive
advantage against roads**



There is a major competition between **road** and **rail** and **aviation** section



Intercity transportation :

In most of the countries , the car is a powerful and serious competitor to the “railway” .

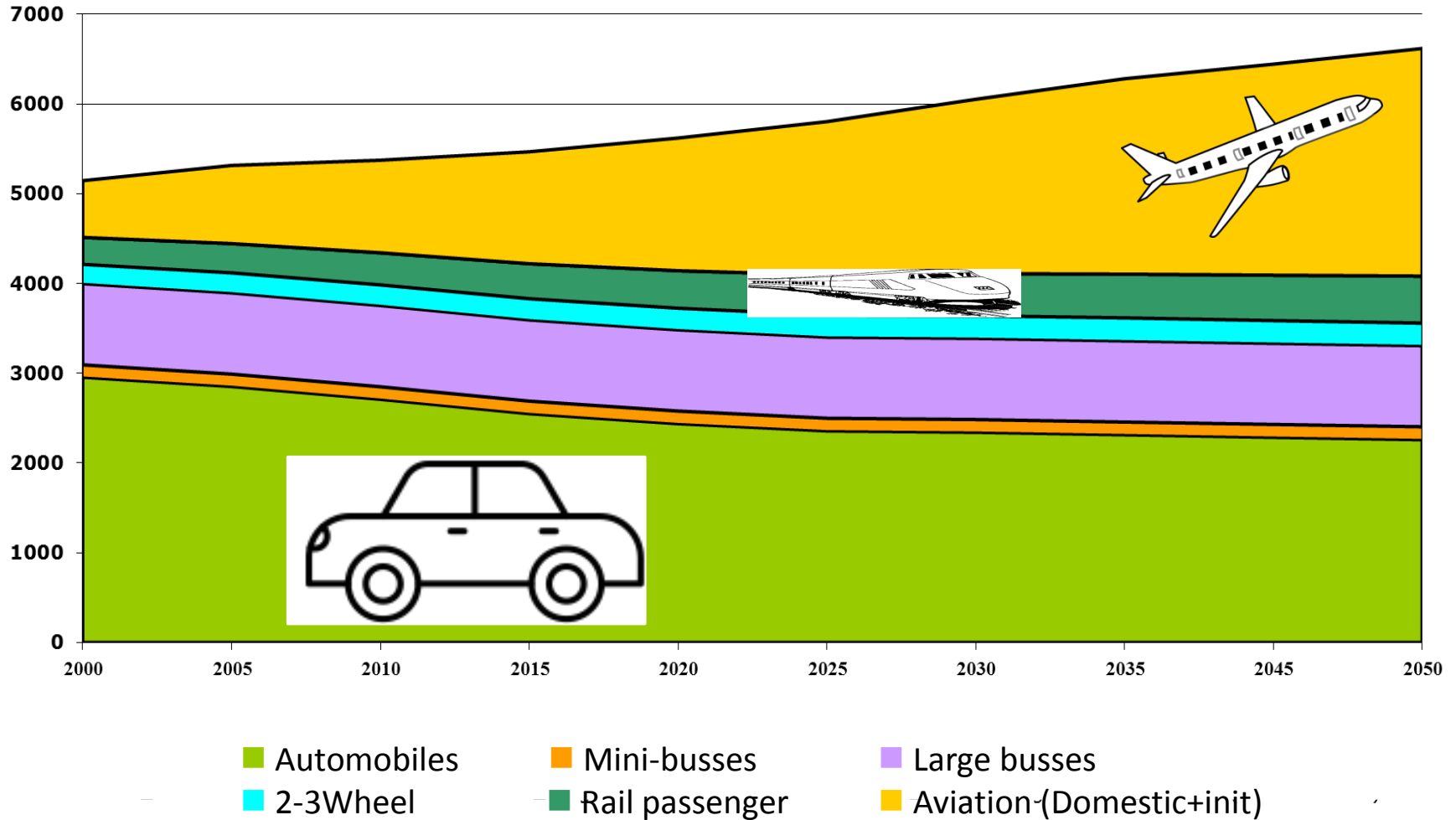
Urban transportation :

All around the world , the car is a powerful and serious competitor to the “Public transportation”.

Don't **Ever** Neglect the Competitors!

Although, developed countries which are advanced in the rail passenger and “High speed Railways” , they pay special attention to this competition.

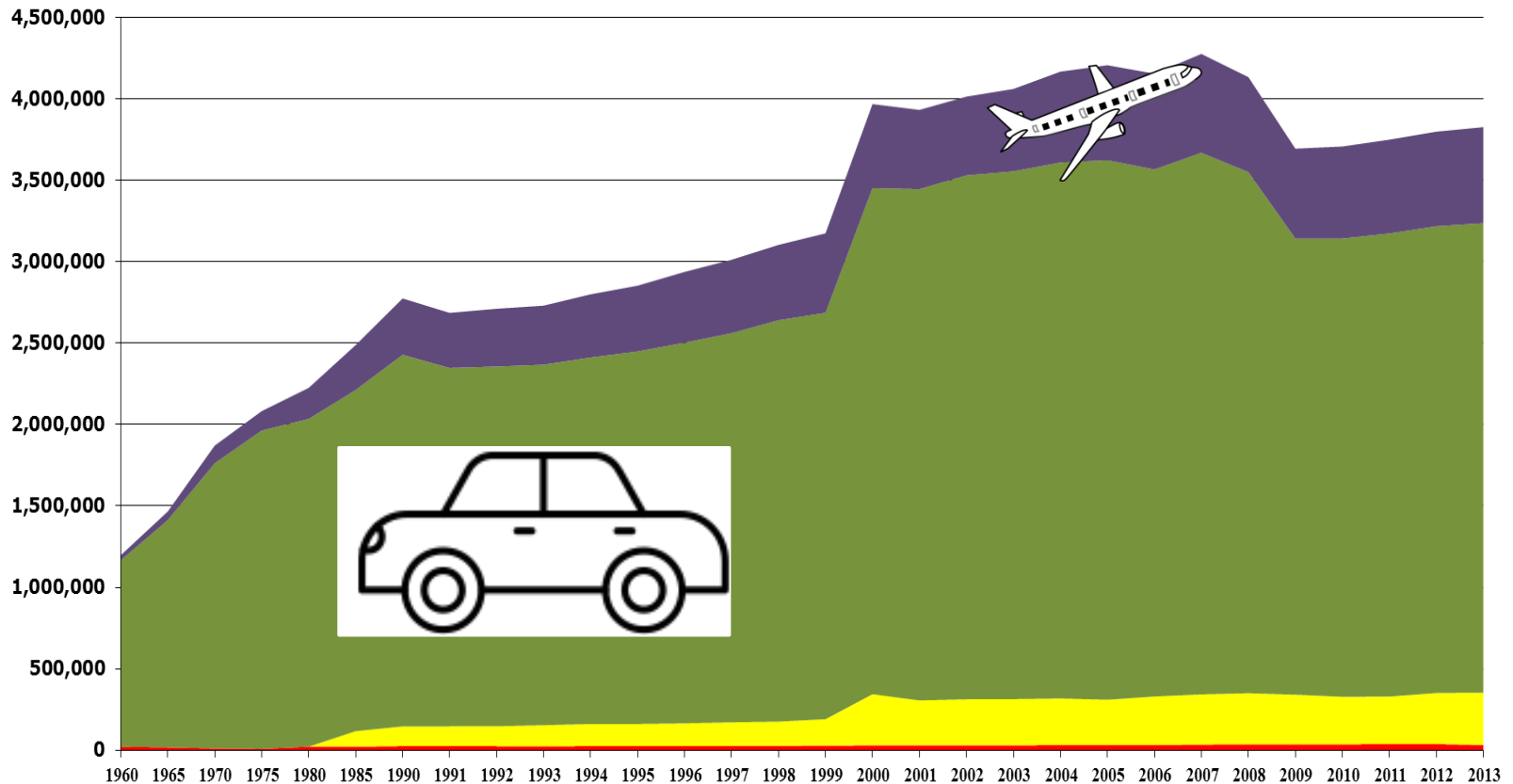
Passenger-km travelled



<http://www.eea.europa.eu/data-and-maps/indicators/passenger-transport-demand-outlook-from-wbcsu/passenger-transport-demand-outlook-from>

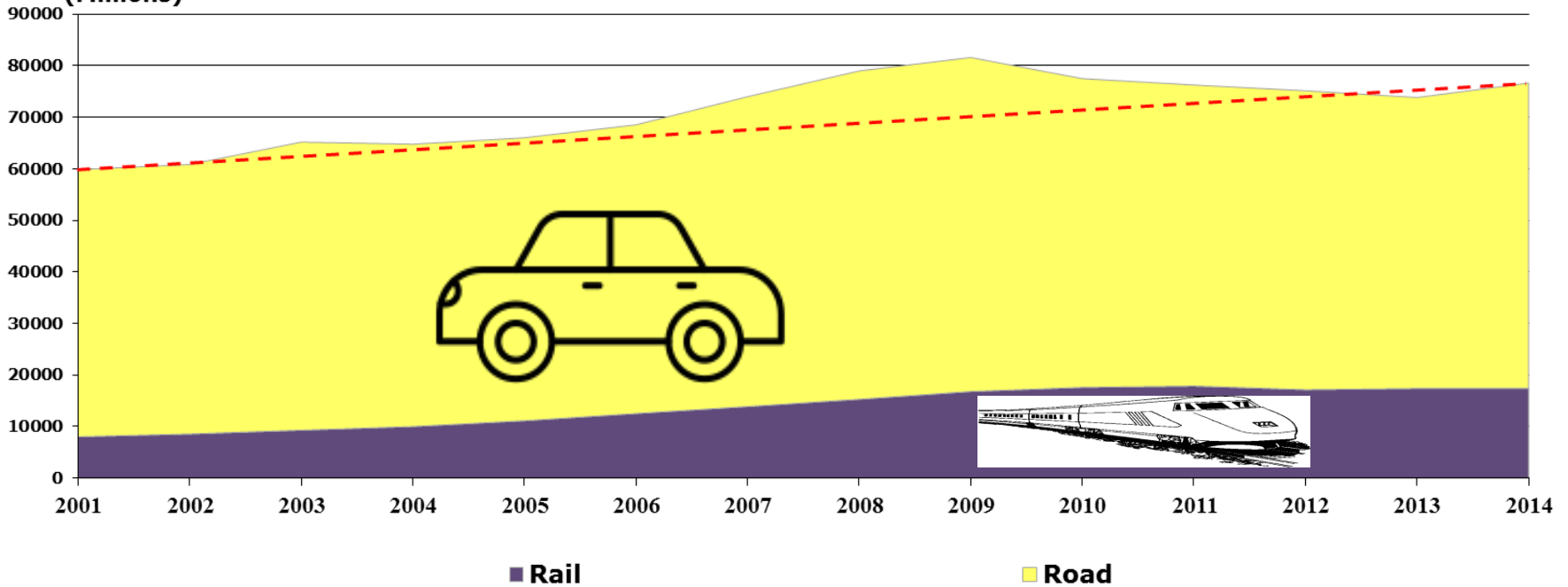
US : passenger transport by mode

U.S. Passenger-Miles
(Millions)



■ Rail ■ Bus ■ Car ■ Air carrier, certificated, domestic, all services

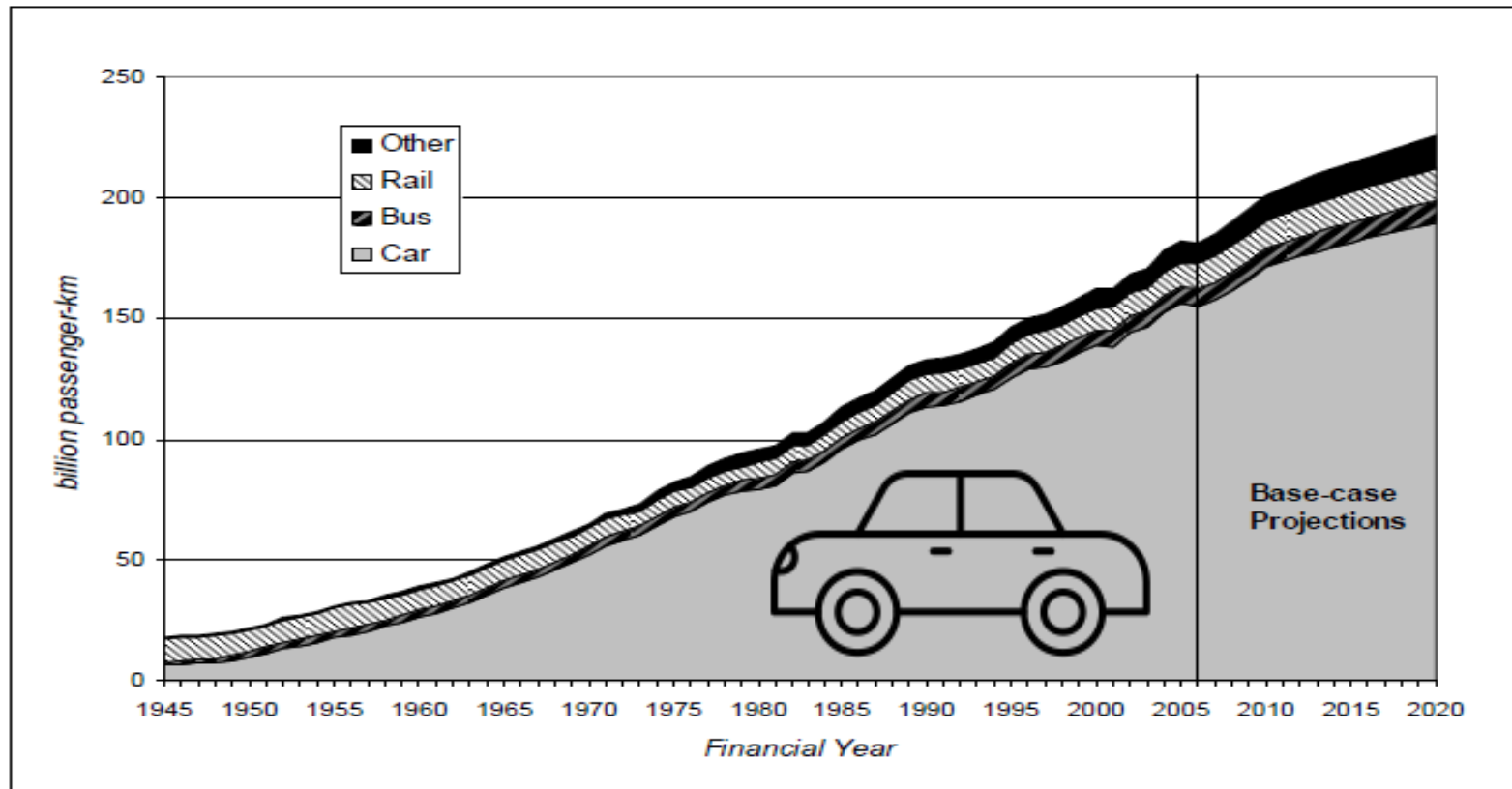
Iran Passenger-Km (Millions)



References:

- Statistics summary of Iran Road Maintenance & Transportation Organization during 2006-2014
- Statistics summary of Iran Road Maintenance & Transportation Organization during 2001-2009

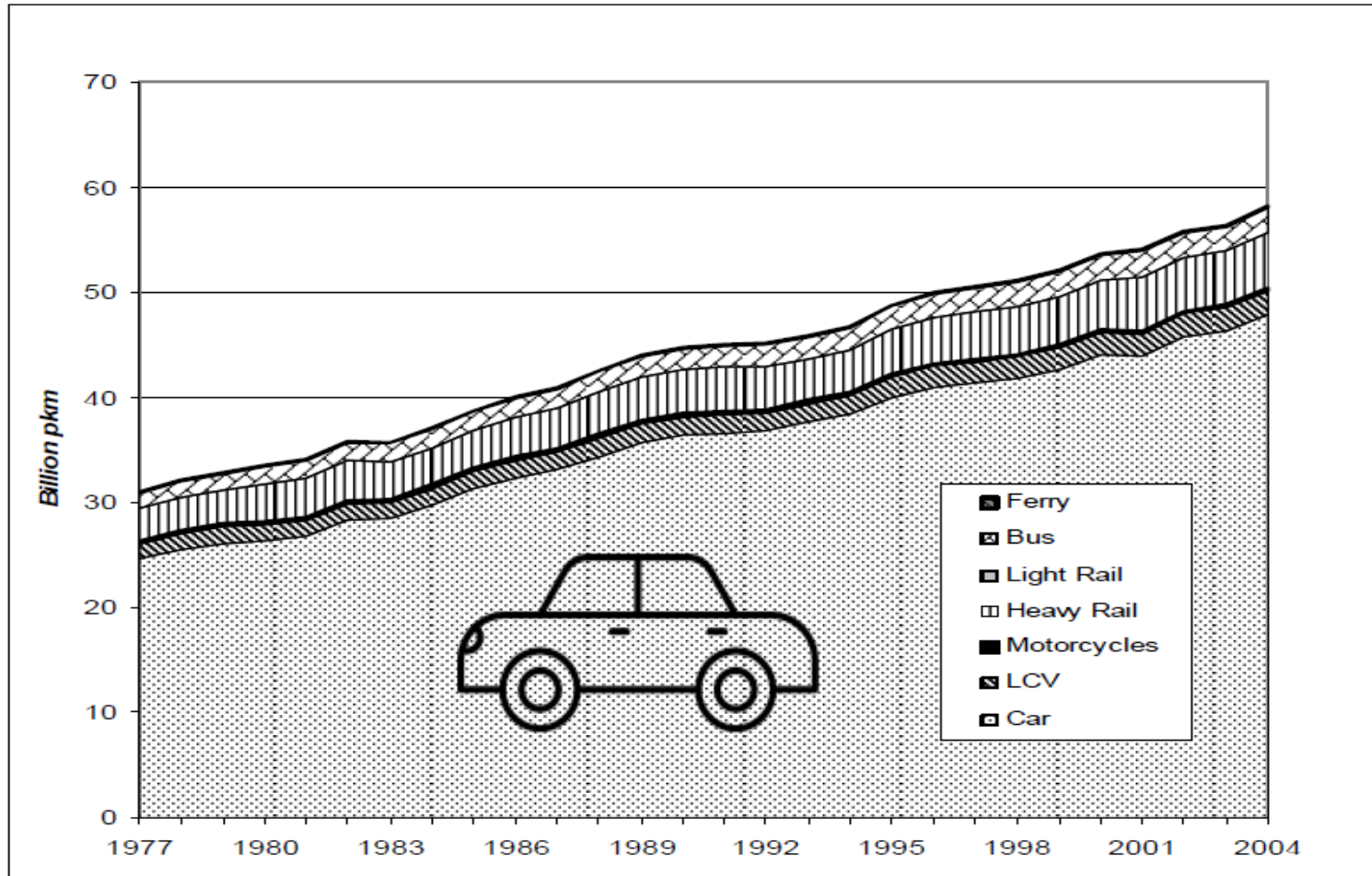
Total metropolitan passenger task for Australia



Note: 'Other' primarily consists of non-business use of light commercial vehicles (LCVs) - with small contributions from motorcycles, non-business use of trucks, and urban ferries.

Sources: BTRE (2002, 2003, 2006, 2007), BTCE (1995, 1996), BTRE estimates.

Sydney – Aggregate Passenger - Kilometers



Car



Terrible !!

Why ?

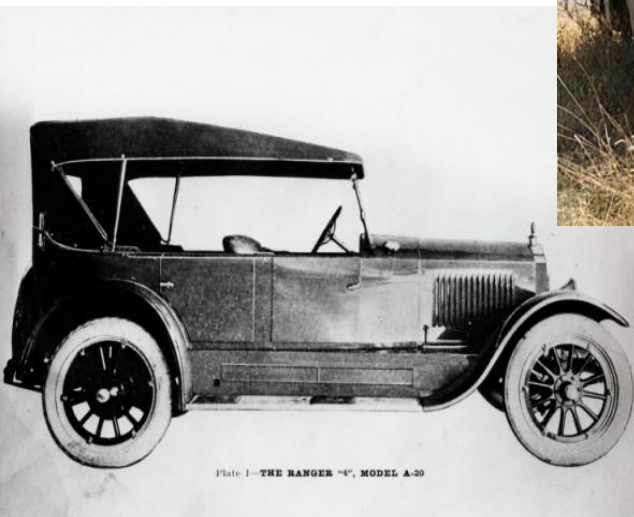
How should we increase rail travels market share?

The main problem is
the attractiveness of
cars!

Let`s analyze The Car
as the most powerful
competitor!

Travelling by a private car...

- More **attraction** of modern cars



More **comfort** of modern cars



Travelling by a private car...

- Easy **access** to different areas



Travelling by a private car...

- **Car orientation of cities**



Travelling by a private car...

- **Safety** of the roads



We can't stop it

But

We **have to make attractions in
railway transportation**

How?!

By providing ...



Best passenger services

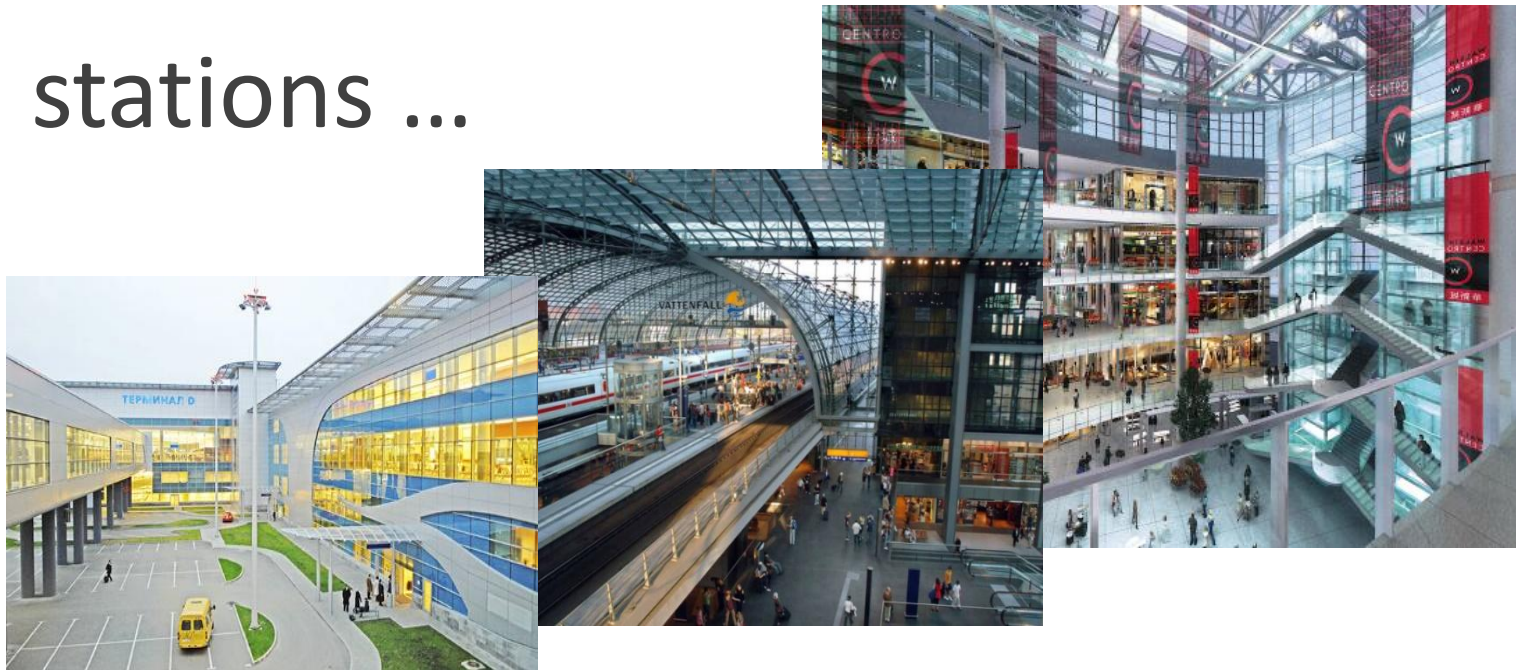
Best rolling stocks



And.....



Attractiveness of stations ...



Second Point



Attractiveness of stations
is essential,
but not enough!

Why should Railways
design attractive stations
continuously ?

As auto makers are focusing on better design and produce attractive cars **non-stop**,

Railways should redesign attractive stations **continuously!**

Try to make stations
more and more
attractive



This is a race which
never ends!!!

Thanks for your Attention