Improving the chain of mobility

Dieter Siebert, Head of Marketing
DB BahnPark GmbH
Mission – Strategic Objectives

Mission statement
Attractive parking sites around stations in a sufficient quantity at clear prices with discounts for people travelling by train from one operator for a smooth transfer from car to train daily 24 hours Parking easily at the station

Product Improvement
Uniformity
Quality Standards
Market Leadership

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Strategic Objectives: The Task

Complete Chain of Mobility

- Change in the strategy of DB Group: rail traffic only works in combination with road traffic
- DB BahnPark: creation and implementation of concepts
  - Parking at the station: offering a variety of services relating to railway station parking

Travel planning → Arrival at the station → Searching for parking space → Parking → Train journey
# Characteristics

## The Company
- Joint Venture between DB Station&Service AG and Contipark International Parking GmbH, founded in December 2005

## Our Business
- Management company for the operation and the development of parking sites at stations

## Function
- Improvement of parking sites at stations regarding quality and quantity
- Development, specification and quality assurance of operating concepts for car park operators
- Developing new station parking areas

## Portfolio
- 125 stations, 227 car parks, more than 16,000 spaces

## Specialisation
- Offering a variety of services concerning parking at railway stations

## Reference Locations
- Stuttgart Hbf: 1,300 spaces
- Frankfurt Main Hbf: 508 spaces
- Braunschweig Hbf: 560 spaces

## New built Car Parks
- Berlin Hbf: 860 spaces
- Berlin Südkreuz: 208 spaces
- Kaiserslautern Hbf: 400 spaces
Takeover of locations:

<table>
<thead>
<tr>
<th>1st year</th>
<th>3 years</th>
<th>10 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>170 car parks</td>
<td>250 car parks</td>
<td>500 car parks</td>
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</tbody>
</table>
Acquisition – Business Development

The Animation Contract
- DB Station&Service
- Contipark
  - Animation Contract
  - 51%
  - 49%

Lease Contract
- DB BahnPark
- 7% Deutsche Bahn and Contipark Company

Acquisition:
- Analysis of locations
- Direct Lease Contracts
- using synergies (competence – marketing – medias)
- developing Cross-Over-Products

Partners:
- DB Station&Service AG
- Services Immobilien GmbH
- Local Councils
- Other Contractors
Parking easily at the station: Ideal design of the mobility chain

Chain of distribution World Wide Web

1. Are you travelling to the station by car?
   Parking easily at your station: get information

- information platform via world wide web at
  - www.bahn.de
  - www.bahnhof.de (starting January 2008)
    - how to get there
    - capacity
    - distances
    - means of payment
    - opening hours
    - tariffs
    - possible discounts and reservation

- connection to online-booking: pop-up link to the information platform
Parking easily at the station: Ideal design of the mobility chain

BahnPark Signage

- **car park welcome sign**
- **ticket machine sign**
- **entry banner**
- **same guidance as well in the car park as in the station**
Parking easily at the station: Ideal design of the mobility chain

PremiumParking

- Role model Parking Garage Berlin Hauptbahnhof
  - highest DB BahnPark Service Level
  - ideal guidance according to CD/CI DB BahnPark in and to the car park
  - parking spaces for women
  - transportation service for disabled persons
  - car wash and repair service
  - BahnCard discounts
  - bahn.comfort-spaces: personal reservation
  - car rental spaces
  - short changeover to the train
  - electronic departure boards
  - luggage trolleys
  - online-information platform
  www.bahn.de / www.bahnhof.de
Parking easily at the station: Ideal design of the mobility chain

Travel planning → Arrival at the station → Searching for parking space → Parking → Trainjourney

The customer is in the train – his car is in good hands

- Binding service levels:
  - 3-S-concept-guarantee: Safety, Spotlessness, Service
  - 4th S: Standard tariffs

- Classified types of location

- Comparable locations according to economical aspects

<table>
<thead>
<tr>
<th>Class A Location</th>
<th>Class B Location</th>
<th>Class C Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment of Personnel</td>
<td>Assignment of Personnel</td>
<td>Assignment of Personnel</td>
</tr>
<tr>
<td>Technical Equipment</td>
<td>Technical Equipment</td>
<td>Technical Equipment</td>
</tr>
<tr>
<td>Service Level</td>
<td>Service Level</td>
<td>Service Level</td>
</tr>
<tr>
<td>Tariffs</td>
<td>Tariffs</td>
<td>Tariffs</td>
</tr>
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Deutsche Bahn and Contipark Company
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Effects of takeover by DB BahnPark at middle-sized stations
Example Crailsheim

- 3-S-concept-guarantee: Safety, Spotlessness, Service
  - Investment
  - Uprooting, drainage, paving
  - Enlargement: solving capacity problems
  - Raising of comfort-level
Contact

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