

Business Travel

News from Deutsche Bahn

Autumn 2011 www.bahn.de



**1st class –
mobile office on rail**

**Your
personal
copy**

Other topics

New: Real-time information straight to your mobile, online tickets and reservations right up to departure

Page 4

Even better marks for corporate customer satisfaction with Deutsche Bahn in 2011

Page 4

bahn.bonus rewards for business travellers

Page 4

**BahnCard Business:
switch cards now and reap immediate benefits**

Page 5

**railjet: from Munich to Vienna
at 2-hourly intervals**

Page 6

**Colourful autumn cuisine
à la Alfons Schubeck**

Page 6

Reader survey

Page 7

Facelift for Germany's stations

Page 8

Publication details

Page 8

Truly first-class travel for business travellers

Lean back and relax! Business travellers enjoy many privileges when they travel 1st class with Deutsche Bahn – before, during and after the journey.

Our 1st class service begins at the station

Business travellers who travel 1st class can look forward to maximum comfort as well as prompt and excellent service as soon as they reach the station. At selected DB Travel Centers they can head straight to modern 1st class/bahn-comfort desks where our competent staff can advise them about buying tickets and provide information about departure and arrival times, connecting trains and much more besides.

At 15 major DB stations, 1st class passengers and bahn.comfort customers can make productive use of the time till departure or between trains in the pleasant atmosphere of the DB Lounge. All DB Lounges offer these customers the chance to prepare for their next appointment in peace and quiet or concentrate on their work at one of the laptop workplaces. Alternatively, they can browse through the courtesy newspapers and magazines to catch up on the latest news or watch the TV news channel. Needless to say, however, passengers can simply sit back and relax in one of the comfortable armchairs or sofas and enjoy a coffee or a cold drink. The stations in Hamburg, Berlin, Munich, Frankfurt (Main) central station and Cologne also have an exclusive 1st class area which is open only to customers with a 1st class ticket. Our catering service goes one step further in these 1st class areas: customers are served a snack at their seat and there is a larger selection of beverages. What's more, customers can use the Telekom HotSpot free of charge.

The rolling office

Time is money – and particularly so for business travellers. Travel 1st class with Deutsche Bahn and you can use the time productively to prepare for your next meeting as you travel. Spacious seats, fold-down tables, laptop sockets and WLAN reception ensure you can work with complete concentration while on board.

No other means of transport offers such excellent conditions for surfing the Net as the ICE. Business travellers who have a WLAN device can dial into the Internet, read and send e-mails, or access their company Intranet even at top speeds of up to 300 km/h thanks to our high-power network. 69 ICE trains

currently have broadband, which is indicated by the HotSpot logo. Customers can surf the Internet on approx. 1,500 kilometres of the ICE network.

Internet access is available on the following routes:

- Dortmund–Düsseldorf–Cologne (also via Hagen and Wuppertal)
- Cologne–Frankfurt (Main) Airport
- Frankfurt (Main)–Stuttgart–Munich
- Frankfurt (Main)–Hanover–Hamburg Hbf



Interference-free mobile reception

Business travellers who are frequently out of the office have to make sure that they can be contacted at all times. Deutsche Bahn has consequently equipped certain sections of its trains with mobile phone repeaters to provide interference-free mobile reception so that their customers don't miss important calls.



1st class service with small courtesies such as chocolates and nuts

Tailor-made workplaces

While business travellers who are travelling on their own can set up their mobile office at a spacious single seat and work undisturbed, small teams can use the journey time for meetings. The vis-à-vis seats and larger tables are ideal for mini-conferences. But no matter whether you are travelling alone or in a team, our wide and adjustable single and double seats offer ample legroom and sufficient space between you and your neighbour, guaranteeing that you have your own individual space in which to work.



The DB Lounge at Mannheim central station

Individual service and lots of extras

Business travellers who travel 1st class enjoy many privileges. Our friendly service staff serve the full range of snacks and beverages from the Bordbistro directly at their seat. This individual service helps business travellers save even more time. Early morning departures often mean there is no time to have breakfast before the journey. Our menu offers something to suit every taste, from a vitamin-packed breakfast with Bircher muesli to a gourmet version with scrambled egg and salmon. International daily papers are provided free of charge, straight from the press, so customers can find out what's going on in the world while they enjoy their first coffee of the day en route to their meeting.

On the return journey, business travellers in 1st class ICE compartments can again enjoy service at their seat and relax at the end of a hard day with a glass of wine, a freshly pulled pint or one of star-winning chef Alfons Schuhbeck's classic dishes (see Page 6). In between times, our staff comes round with small courtesies such as chocolates or nuts.

New: Real-time information straight to your mobile, online tickets and reservations right up to departure

Business travellers benefit from the new Deutsche Bahn mobile services. You can now use your mobile device to obtain minute-by-minute information about timetable changes, delays and disruptions at m.bahn.de. What's more, in case of disruptions, you will also be offered an alternative route, similar to the satnav function in your car. The new route is calculated on the basis of real-time data about the actual traffic situation and also informs you about possible new connecting trains. Your mobile device shows you full details of the connection: departure and arrival times, forecasts to the exact minute, platform information, interchange stations as well as the latest reviews of your present connection and any subsequent trains on your route. In case of disruptions, business travellers can find out immediately which alternative connections can take them reliably to their destination so that they can inform their business partners promptly of the new situation.

Booking tickets at short notice means more flexibility

Another benefit for business travellers who have to change their plans at short notice is the improved booking process for online tickets and reservations. Tickets and seat reservations can now be purchased on the Deutsche Bahn mobile pages or at bahn.de right up to departure. In the past, online tickets had to be booked at least ten minutes before departure.

Even better marks for corporate customer satisfaction with Deutsche Bahn in 2011

This was the outcome of a recent survey amongst corporate customers. Almost two thirds of the respondents were satisfied with the DB sales options for corporate customers. Amongst other things, the higher marks resulted from the new features available at bahn.corporate. The corporate programme was revamped in 2010 and the services provided by the DB team geared more specifically to the requirements of the individual customer. The respondents also appreciated the simple and fast registration and uncomplicated booking processes provided by the online booking portals.

Business Travel recommends bahn.bonus rewards for business travellers



One free 1st class journey for a third party

In exchange for 3,000 bahn.bonus points, you can treat a person of your choice to a ticket for a 1st class return train journey with Deutsche Bahn. The recipient can use the voucher as a ticket directly on board the train and does not have to be accompanied by the BahnCard holder.

BahnCard Business: switch cards now and reap immediate benefits

The new BahnCard Business specially for bahn.corporate customers combines all the benefits for business travellers in one single product.



DB has launched the new BahnCard Business 25 and 50, an optimised range of BahnCards which is specially designed to meet the requirements of

corporate customers and business travellers.

One card – numerous advantages

As from 11 December 2011, only holders of a BahnCard Business will be able to combine BahnCard and bahn.corporate discount and therefore obtain maximum savings. The company address can be stated as the invoice address during the online order process and the BahnCard Business is valid for a period of twelve months without automatic renewal. The extended period for returning unused tickets and free cancellations up to at least one day after the first day of validity continue to apply for tickets purchased with a BahnCard Business.

Special introductory prices up to 10 December 2011

Customers who have signed up for the bahn.corporate programme can purchase a BahnCard Business for a special introductory price until 10 December 2011 and change over to the new card free of charge.

BahnCard Business	Price up to 10 December 2011	Price as from 11 December 2011
BahnCard Business 25, 2 nd class	EUR 57	EUR 60
BahnCard Business 25 First	EUR 114	EUR 120
BahnCard Business 50, 2 nd class	EUR 230	EUR 280
BahnCard Business 50 First	EUR 460	EUR 560

Time to change over to BahnCard Business

How to exchange your present BahnCard for the new BahnCard Business

There are two different ways in which you can exchange your BahnCard for the new BahnCard Business. Which option is the right one for you depends on the validity of your present card.

Option 1 – order a new card:

Your BahnCard expires before 10 December 2011

- In that case, continue to use your present BahnCard until the date of expiry. The subscription for BahnCards purchased through a corporate customer account will expire automatically.
- Once it expires, simply purchase a BahnCard Business. If you place your order by 10 December 2011, you will benefit from the special introductory price.

Option 2 – exchange:

Your BahnCard is valid after 10 December 2011

- If you wish to benefit from the special introductory price, place your order for a BahnCard Business no later than 10 December 2011.
- Then inform the BahnCard service department that you wish to cancel your existing BahnCard.
- A cancellation form is provided online at www.bahn.de/bahncardbusiness/umtausch
- The residual value of your original BahnCard will be refunded (as long as this is at least EUR 15).

BahnCard Business is available from all online booking portals for corporate customers, from DB agencies and the DB corporate client service.

Order a new card: your present BahnCard expires before 10 December 2011

Use your present BahnCard until the date of expiry. **Then order the new BahnCard Business.**

Exchange: your present BahnCard expires after 10 December 2011

Switch to the new BahnCard Business immediately. **Exchange your present BahnCard for a BahnCard Business.**

railjet: from Munich to Vienna at 2-hourly intervals

Vienna and Salzburg have become even closer to us: the modern high-speed „railjet“ train run by ÖBB now also comes to Germany regularly as part of the cooperation between DB and ÖBB. The six daily trains from Munich to Salzburg and Vienna are particularly convenient for business travellers.

The railjet services which depart from Munich at 2-hourly intervals are ideal for one-day meetings in the Austrian capital. For instance, customers who take the first train from Munich at 7:27 h arrive in Vienna at 11:44 h. This gives them ample time to do business before returning home on the 18:14 h train from Vienna. Moreover, business travellers can make use of the four-hour journey to prepare for their meeting.

Upmarked travel atmosphere and new service concept

railjet offers a choice of three different service classes. In addition to 1st and 2nd class, there is also a special Premium Class, where passengers can enjoy absolutely exclusive service and comfort, which appeals above all to business travellers. On payment of a supplement of EUR 25 on a 1st class ticket, regardless of the length of the journey, customers receive cold snacks, beverages, hot towels, newspapers and magazines, and the seat reservation is also included.

All three classes offer excellent facilities and an intelligent service concept, so that business travellers using the railjet service between Munich and Vienna can choose the class which is best suited to their individual needs.



railjet en route from Munich to Vienna

Colourful autumn cuisine à la Alfons Schuhbeck



Delicious autumn game dishes: braised venison with Brussels sprouts and napkin dumplings

Classic German dishes with a modern and original twist – Alfons Schuhbeck’s philosophy rings the culinary changes in the Deutsche Bahn Bordrestaurants. In keeping with the season, the menus for October and November feature pea soup, goose ragout and braised venison. Schuhbeck attaches equal importance to the quality of the products and the fresh flavour of natural ingredients as he does to creating light variations of substantial, nourishing dishes. The popular master chef consequently has the perfect recipe for business travellers, who should opt for easily digestible, vitamin-packed dishes to keep them fit and full of energy throughout the day.

Soup and game – classic autumn fare

Pea soup contains the perfect mix of nutrients and vitamins. Alfons Schuhbeck prepares this traditional autumn dish of potatoes and split peas and gives it his own finishing touch with diced braised leg of duck and flavourful bacon for that certain something. This experienced first-class chef is also famous for his use of local vegetables. Accordingly, he serves his goose ragout with apple wedges, red cabbage and potato dumplings. Autumn is also the shooting season, so a game dish is an absolute must on Schuhbeck’s menu. His braised venison with Brussels sprouts and napkin dumplings is served to perfection with an exquisite mushroom and elderberry sauce.

We value your opinion!

Dear Reader, to help us make Business Travel even more attractive for you, we kindly ask you to answer a few questions. Please complete the questionnaire and fax it to +49 (0)69 265-7143 no later than 12 November 2011.

All entries will take part in a prize draw for three BahnCard Business 25 First.

1. How often do you read Business Travel?

- regularly occasionally this is the first time

2. How did you receive this issue of Business Travel? How would you like to receive Business Travel in future?

- | Today | In future |
|---|---|
| <input type="checkbox"/> from my Travel Manager | <input type="checkbox"/> from my Travel Manager |
| <input type="checkbox"/> in the DB Lounge | <input type="checkbox"/> in the DB Lounge |
| <input type="checkbox"/> on the ICE | <input type="checkbox"/> on the ICE |
| <input type="checkbox"/> by post | <input type="checkbox"/> by post |
| <input type="checkbox"/> online | <input type="checkbox"/> online |

3. Four issues of Business Travel a year are ...

- ...too many ...not enough ...just right

4. What do you think about the volume of the magazine?

- too much not enough just right

5. How interesting are the topics in this Business Travel for you as a business traveller?

- very interesting interesting interesting in parts uninteresting totally interesting
-

6. Which topic in today's issue interests you most as a business traveller?

Topic: _____

7. Which topics would you like to read more about in Business Travel? (several answers possible)

- Benefits for corporate customers
- Environment
- Services for business travellers
- International connections for business travellers

Other topics you would like to read about: _____



8. How would you rate the following aspects of Business Travel? (Please award marks from 1 = excellent to 6 = unsatisfactory)

Mark	1	2	3	4	5	6
Topicality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good mixture of topics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Articles easy to read	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Layout/visual appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Size	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The questionnaire is also contained in the online issue of Business Travel at www.bahn.de/businesstravel. You can print the page and fax it to +49 (0)69 265-7143.

Closing date for entries is 12 November 2011

Name: _____

Address: _____

E-mail: _____

NB: The closing date for entries is 12 November 2011. No cash will be awarded in lieu of prizes. The organiser's decision is final. The prize draw is not open to employees of Deutsche Bahn AG or their relatives. The winners will be drawn from all entries and notified by e-mail or post. Your data will be deleted on conclusion of the prize draw and will, of course, be treated in strict compliance with data protection regulations.

Facelift for Germany's stations



Passenger building of Konstanz station



Passenger building of Friedberg station in Hessen after energy-efficient renovation

The government's EUR 325 million economic stimulus package will enable the renovation of more than 2,100 stations throughout Germany.

Modern times

Germany's stations are becoming more and more attractive and are frequently much more than just a place to board or change trains. The central stations in the main business metropolises offer a wide range of retail outlets and catering, as well as various service functions, such as the DB Lounges in which business travellers can put waiting periods to good use. The government's economic stimulus programme, which consists of EUR 325 million government funds plus a further EUR 27 million contributed by DB Station&Service AG itself, will be used in particular to refurbish small and medium-sized stations. DB Station&Service AG manages a total of 5,400 stations, 2,100 of which – in other words almost 40 per cent of all stations in Germany – are now scheduled for renovation. In addition to improving the quality of information, protection from the elements, safety and creating barrier-free access, the stimulus package also includes measures which will lead to significant energy savings at many stations, for example in Dresden, Greifswald, Konstanz, Rosenheim and Solingen. The outcome of this energy efficiency programme is yet another milestone in reducing Deutsche Bahn's carbon footprint. Both energy consumption and carbon dioxide emissions (CO₂) were reduced by one third. The savings of 3,400 tonnes of CO₂ per annum correspond to the annual emissions of roughly 800 homes. The measures also saved 13,733 megawatt hours of energy required for heating, which would be sufficient to heat 1,400 households for a whole year.

Better informed

Information is of prime importance for Deutsche Bahn customers. To ensure that our customers are better informed about timetable changes and changes of platform occurring at short notice, around 1,700 primarily small and medium-sized stations will be equipped with dynamic passenger information systems which deliver minute-by-minute information. The replacement or installation of new passenger information systems at 61 larger stations will also ensure that passengers receive more information in future.

Barrier-free platform access

Many small and medium-sized stations are now more convenient for passengers with bulky or heavy luggage thanks to new ramps, lifts and escalators. 41 stations have been converted and are now entirely without steps. Customers can now access a total of 3,800 stations all over Germany without having to negotiate stairs.

Publication details

Issued by: DB Mobility Logistics AG,
Marketing Communication
Frankenallee 2-4, D-60327 Frankfurt am Main

Business Travel Sales: bahn.corporate@deutschebahn.com
www.bahn.com/bahncorporate/en

Editor: Katrin Büchner, Simone Schreier