



Trains don't stop at Christmas

A winter journey to four people who will be steering rail freight traffic over Christmas.

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LOOKING BACK AND FORWARD

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What is to come?**

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CO2-FREE RAIL TRANSPORT

**Green light
for Audi**

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SPECIAL TRAINS FOR DHL

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tomorrow!**

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“Unilever has decided to make its logistics more sustainable. We presented an attractive concept for Pfanni, which has since then become an exciting commission.”

HORST HEYDASCH, HEAD OF REGIONAL SALES HAMBURG, DB SCHENKER RAIL



Dumplings on the move for Christmas

This is not about the bread-and-butter business, but about the dumpling business. Christmas is almost upon us, and this means the annual marathon of festive dinners, which, in Germany, would not be complete without bread dumplings, potato dumplings or indeed any kind of dumpling. Many cooks will mark the occasion with Unilever’s tried-and-tested Pfanni dumplings, which have recently started leaving the factory in an environmentally friendly way – by

rail. DB Schenker Rail (in conjunction with DB Schenker Logistics and TRANSA Spedition) collects Pfanni’s consignments in Stavenhagen (Mecklenburg-Western Pomerania) and delivers the potato products to Unilever’s central warehouse in Heilbronn in 35 to 40 wagons every week. In order to make these journeys economically viable, DB Schenker Rail carries new supplies via Hamburg to all branches in north-western Germany on the return leg. Merry Christmas and bon appétit! *ok* ■



On the move in volatile markets

Rail freight traffic is set to grow in future. The DB Group expects transport volumes to rise annually by three per cent in Germany and by two per cent across Europe by the end of this decade. Even in turbulent times such as these, this forecast allows us to look ahead to the future with a certain degree of optimism.

Yet it’s also a fact that the volatile and dynamic markets are increasingly becoming a challenge for us. In times of significant cost increases and growing demands for flexibility we want to come up with differentiated responses. Profitability is one prerequisite to guaranteeing that we can stay a powerful partner for industry and trade. This means that we also have to adjust our prices to the changing conditions. In all our concepts, however, we still want to focus on increasing productivity and working together with our customers to optimise services. We plan to continue and intensify this open partnership dialogue with you, our customers in 2013.

Finally, I would like to thank you for the trust you have shown us in the past year and wish you, your colleagues and your families a peaceful Christmas and a Happy New Year.

Best regards,

Axel Marschall

Member of the Management Board
DB Schenker Rail

Cover photo: Oliver Tjaden; Photos: Getty Images; Dennis Williamson; DB AG

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Trains never rest, not even at Christmas. *railways* introduces four DB Schenker Rail employees from four countries who will be working over the festive season.

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TRAINS DON'T STOP
AT CHRISTMAS



Photos: Oliver Tjaden

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OUTPATIENT
CARE ON SITE

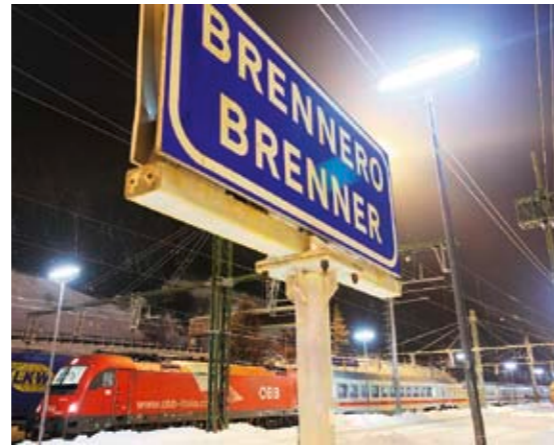


BINGEN/GERMANY
QUIET RHINE: CONVERSION
TO WHISPER BRAKE BEGINS

DB presented the first of 1,250 freight wagons in Bingen am Rhein that are being converted to use composite brake blocks, known as whisper brakes, as part of the publicly funded “Leiser Rhein” (“Quiet Rhine”) project (photo: German Federal Minister of Transport Peter Ramsauer, left, and Dr Rüdiger Grube, CEO of the DB Group). DB Schenker Rail, DB’s rail freight operator, is hereby the first rail company in the EU to undertake this conversion from cast-iron brake blocks to the quieter type on its existing rolling stock. This marks the launch of the conversion of the whole wagon fleet. DB Schenker Rail (DBSR) plans to convert around 10,000 more wagons in 2014 and 2015. This depends on the LL brake block, which is currently still undergoing tests, being approved and available by the middle of 2013. The plan is to convert all of DBSR’s freight wagons to carry whisper brakes by 2020. *ok*

BRENNER/AUSTRIA
FIVE-WEEK BRENNER CLOSURE
SURMOUNTED SUCCESSFULLY

The five-week full closure of the Brenner Railway was not enough to throw DB Schenker Rail off track. During the renovation of the most important rail connection between Germany and Italy (see *railways 2/12*), DB had to divert 1,800 trains via the Tauern line or Switzerland. The diverted trains still reached their planned destinations with an average delay of only around 30 minutes, as measured against the special timetable that was brought in for the purpose. “Together with all our partners, we managed to ensure that our customers suffered hardly any significant delays,” says DB’s Head of Sales, Axel Marschall. *ok*



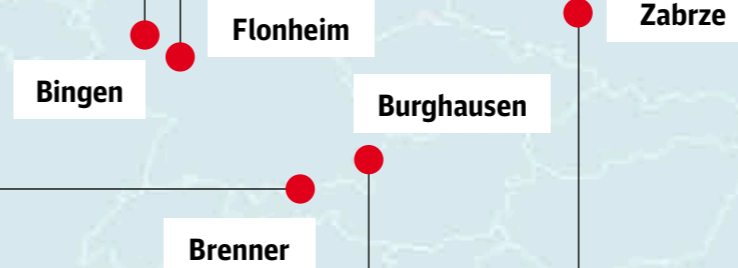
BURGHAUSEN/GERMANY
DB SCHENKER BTT RECEIVES LOGISTICS AWARD FROM WACKER

Wacker Chemie AG handed over its Logistics Award to DB Schenker BTT, marking it as its best logistics partner. In addition to the flexibility of the scheduling processes offered by DB Schenker BTT, the outstanding results achieved in the areas of quality, meeting deadlines, service, the environment and safety were crucial to securing the distinction. DB Schenker BTT coordinates container trains bound for seaports for Wacker at its Burghausen site, as well as full-load transport operations using the individual wagon system and direct feeder traffic by tank containers. Wacker Chemie AG is a globally operating company with production sites in Europe, Asia and America. Wacker and DB Schenker BTT have developed a good and close working relationship over the years, which is continuously improved and expanded. Since 2005, DB Schenker BTT has been responsible for operating the seaport shuttle and various container transport services that are performed using the individual wagon system. *ok*



FLONHEIM/GERMANY
FRANK EXCHANGE AT
THIRD CONTINENTAL CONFERENCE

At the third continental conference for combined transport in Flonheim, 35 representatives of operators, freight forwarders and DB Schenker Rail came together at the invitation of the Intermodal division to discuss current developments in the continental market segment. Head of Sales Axel Marschall described combined transport as an important growth segment and announced the procurement of new double-pocket wagons before the end of 2013 to facilitate participation in the growth in the continental market. Andreas Schulz, Head of the Intermodal division, explained that continental combined transport travelling toward Northern, Eastern and South-eastern Europe is developing positively despite the difficult economic situation in the eurozone. The one-day conference centred on the different requirements of the various market participants in relation to the quality of rail transport. Following three keynote speeches from customers, the conference participants had a lively and frank discussion about the quality of service and ways to improve it. They agreed that this conference has become a firm fixture in the industry’s diary as a platform for networking and exchanges about viable solutions for the segment. *ok*



ZABRZE/POLAND
CERTIFICATE FOR DB SCHENKER RAIL POLSKA

DB Schenker Rail was awarded with the ECM certificate in Poland in acknowledgement of the company’s high technical and organisational maintenance standards. DB Schenker Rail Polska is the first Polish rail operator to apply for an ECM certificate from the relevant Polish railway authority, the Office of Rail Transportation (abbreviated as UTK in Poland). The reasons for this move are the new European safety regulations governing rail freight transport, under which rail operators must designate an Entity in Charge of Maintenance (ECM) and have it certified by the state. In the process, DB Schenker Rail Polska had to introduce a maintenance management system, which was jointly developed with the Silesian University of Technology. *an*

Photos: ddp Images; DB AG (3); Getty Images



Trains don't stop at Christmas

At Christmas and the end of the year, Europe stops to reflect on its Christian roots. Business slows down until the first days of the New Year. Some companies, however, are in top form at this time of the year and DB Schenker Rail is one of them. With 25,000 staff and serving 3,300 railway sidings in Germany alone, DB Schenker Rail is the leading rail freight operator in Europe. With its international structure, which no other railway company in Europe offers, the company makes full use of the opportunities provided by liberalisation for the benefit of its customers. With its European subsidiaries and partners, DB Schenker Rail is already able to offer cross-border transport throughout Europe from one source – all year round, including Christmas and New Year.

NIGHT OWL:
Waldemar Gońka,
engine driver for
DB Schenker Rail Polska.

DONCASTER

DB Schenker Rail UK, the British subsidiary of DB Schenker Rail, is the biggest freight railway operator in Britain and Eurotunnel's most important freight customer.



■ DB Schenker Rail subsidiaries

UK: Christmas is the time for maintenance

Richard Bolsover, Construction Duty Manager at DB Schenker Rail UK in Doncaster, UK

DB Schenker Rail in the UK stands not only for environmentally friendly rail transport but also for a commitment to operate all year round. After all, DB Schenker Rail UK is the biggest freight railway operator in Britain and Eurotunnel's most important freight customer. The company runs 8,000 trains per week.

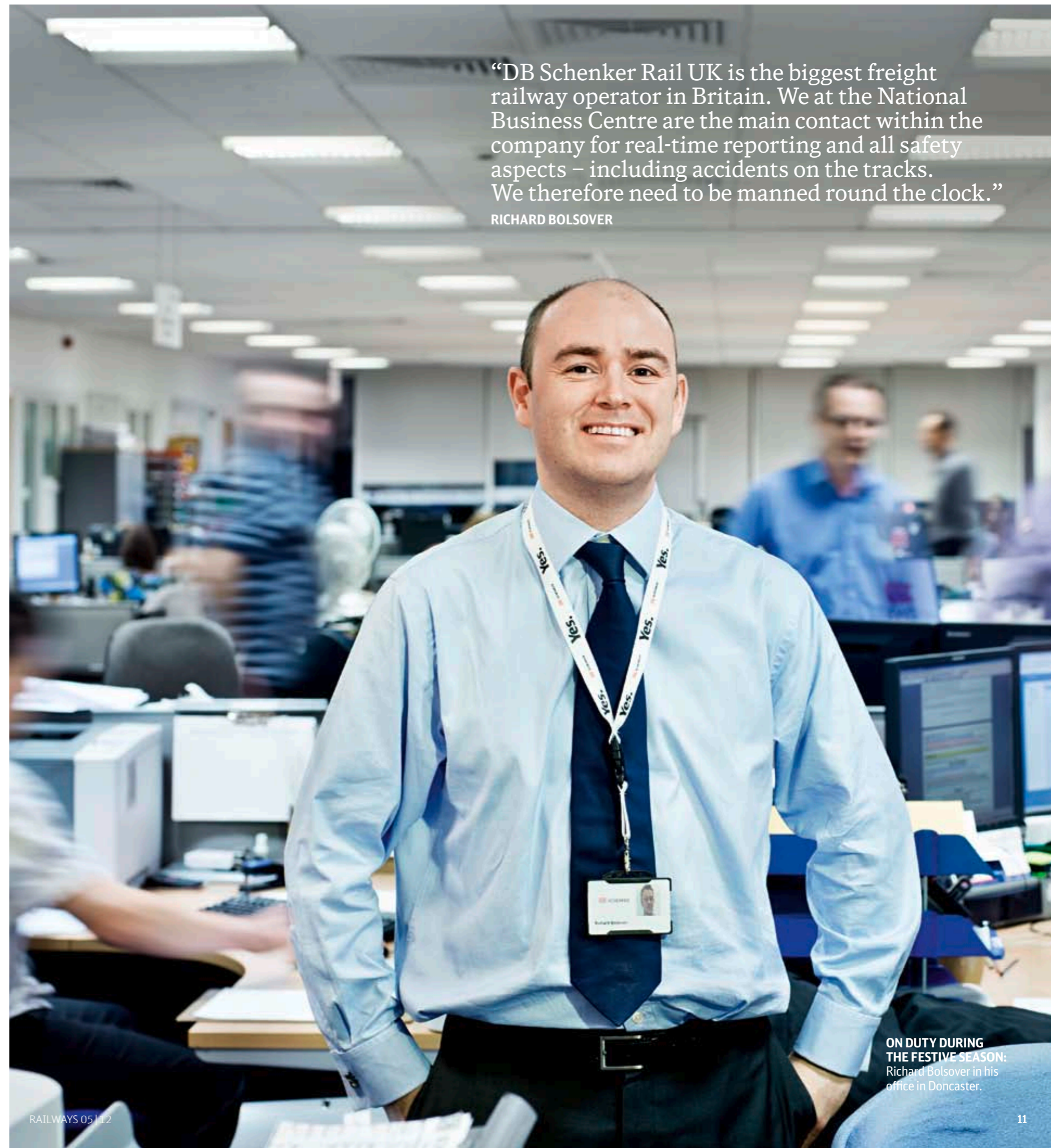
"Many sections of the British rail way network are shut down on Christmas Day and on Boxing Day. Only the trains of the infrastructure operating company Network Rail will be running on those days," explains Richard Bolsover, Construction Duty Manager at DB Schenker Rail UK. Many of the company's customers also give their trains a rest over the Christmas period. "However, this does not mean that we members of the Control Team at DB Schenker Construction & Industrial can put our feet up. On the contrary, we look after any trains being used for infrastructure maintenance and repair jobs over the holiday period. Network Rail is a key customer of ours."

There are usually 18 members of staff monitoring transport at the National Business Centre in Doncaster, but over the Christmas and New Year holiday period this number is reduced. One of the tasks per-

formed by Richard Bolsover is to supervise the trains bound for construction sites: "We are the main contact at the company for real-time reporting and all safety aspects - including accidents on the network. We therefore have to be manned round the clock," says Bolsover, adding, "I myself will be working during the day on Christmas Day and my colleague Richard Lockwood then takes over for the night shift. Here in Doncaster we operate a 12-hour shift pattern throughout the year." This means that sharing the workload is fairly straightforward even on public holidays. "It is hard, of course, spending such a day away from your family," Bolsover admits. "But the job we do is important." DB Schenker Rail manages to conjure up a festive spirit at the entrance to its Doncaster head office at least, where a large Christmas tree stands. In addition, employees take in their own cakes and the canteen prepares special menus in the days leading up to Christmas - but is closed on Christmas Day itself owing to a lack of demand. For Richard Bolsover and his colleagues, this provides the opportunity to bring in their homemade dishes and brighten up their shifts over the festive season. And on Boxing Day, the traditional turkey sandwich awaits them, too. *an* ■

"DB Schenker Rail UK is the biggest freight railway operator in Britain. We at the National Business Centre are the main contact within the company for real-time reporting and all safety aspects - including accidents on the tracks. We therefore need to be manned round the clock."

RICHARD BOLSOVER



ON DUTY DURING THE FESTIVE SEASON: Richard Bolsover in his office in Doncaster.

“I don’t actually mind working over the Christmas period anymore. There are usually fewer trains between Christmas and Epiphany, so it gets quieter. But those working have earned this peaceful spell. Except for if the weather goes haywire – then things can get hectic.”

JOCHEN PURSCHE



FROM THE ORE MOUNTAINS TO FRANKFURT/MAIN: Dispatcher Jochen Pursche.

FRANKFURT/MAIN
DB Schenker Rail Deutschland AG is the most effective freight rail operator in Germany, serving more than 3,100 sidings



■ DB Schenker Rail subsidiaries

Germany: Lentils for Christmas

Jochen Pursche, a dispatcher at DB Schenker Rail’s European Operations Centre in Frankfurt am Main

People from the Ore Mountains are said to be good-humoured and easy-going. It is probably these qualities that help Jochen Pursche to enjoy his job despite its somewhat hectic nature. He is a dispatcher at DB Schenker Rail’s European Operations Centre (EOC) and, together with his colleagues, is responsible for directing and overseeing more than 700 intermodal trains as they travel across Germany and Europe. Every night alone, some 300 freight trains make their way through Germany under the EOC’s watchful eye. The railwaymen’s expression for this is the “night jump”. In the event of a hitch, it is up to them to liaise with the relevant subsidiaries to find a solution, and also to ensure that the customer is given timely and accurate information – every hour of every day, and even on those days when the rest of Europe is enjoying the peace and quiet.

“I don’t actually mind working over the Christmas period anymore,” says Pursche, who will be on the night shift this Christmas Eve. He may also be on the rota for New Year’s Eve. His own children have left home, so he sometimes stands in for colleagues who have more pressing family commitments. Also, the traffic tends to gradually tail off around Christmas and it is not until the New Year – after Epiphany on 6 Janu-

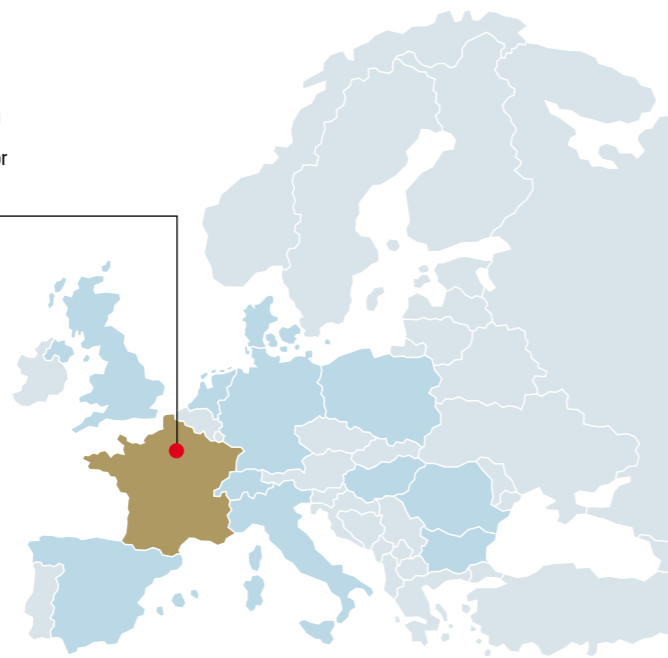
ary, when company holidays in many places come to an end – that DB Schenker Rail returns to business as usual. “It gets quieter – but we’ve earned this peaceful spell,” Mr Pursche says. Now aged 60, he has been working in Frankfurt/Main since 2005 and at the new European Operations Centre since the beginning of this year. Prior to this, following his apprenticeship from 1969 to 1972, he worked for the former East German railways, the Reichsbahn, in Karl-Marx-Stadt (now Chemnitz) and Dresden and graduated as a qualified transport engineer in Gotha.

Even on Europe’s railway of the future, things quieten down on Christmas Eve. The traffic flows gradually ease off, and a small Christmas tree twinkles its lights in the EOC’s open-plan office. Traffic and weather permitting, the staff on shift celebrate together. Jochen Pursche brings along a small-scale version of a traditional Ore Mountains Christmas dinner: bratwurst, sauerkraut and lentils. But, yes, having a quiet, festive dinner on shift always depends on the weather. “There’ve been times when we have had such bad weather at Christmas that these supposedly quiet days have turned out to be much more hectic than the run-up,” Mr Pursche says. When this happens, a 12-hour shift passes in no time.

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PARIS

Euro Cargo Rail SAS (ECR), the French subsidiary of DB Schenker Rail, has become the biggest private competitor of the state-run railway SNCF.



■ DB Schenker Rail subsidiaries

New Year under the Eiffel Tower

Nora Ould Amar, Coordinatrice d'opérations with Euro Cargo Rail in Paris

Christmas Eve across Europe: as lights are turned on in Germany to exchange gifts, the pre-Christmas rush will still be in full swing in France: the public holiday here only starts on Christmas Day. “For me, it’s something special to be working over this period,” says Nora Ould Amar, adding, “I like the mood in the city and here in the office.” The 26-year-old dispatcher has been working as Coordinatrice d’opérations ferroviaire (COF) for DB Schenker Rail’s French subsidiary Euro Cargo Rail (ECR) for almost a year. At what is now the largest private rail operator in the country, she controls rail traffic, serving customers right across the country. Even on Christmas Eve, Nora Ould Amar and her team will have little time to enjoy the Christmas cheer.

It is here at Place de la Madeleine in the heart of the French capital that the headquarters of ECR, one of Europe’s fastest-growing freight railways, are located. With its 950-strong workforce and a fleet of some 150 locomotives, the DB Schenker Rail subsidiary has become a very serious competitor to the state-run SNCF. Ould Amar and her 16 colleagues at the Control Centre are responsible for the quality of rail services. They look after some 30 trains day in day out, ensuring that each one of them arrives on schedule and as agreed. If a problem does arise, she has to find a solu-

tion quickly by liaising with her colleagues on site and with the customer, of course. Since every customer at ECR is assigned their own permanent contact person, a thorough handover at the start and end of each shift is of key importance. Contact with the customer is the be-all and end-all of the business, after all. By means of formalised emails, known as point circulation, the customers find out the exact status of their consignments at pre-agreed times every day. The food group Danone, for example, wants to know exactly where its shipments are located six times a day.

Nora has considerable experience to draw on. Having completed her secondary education, she studied logistics management and then worked for a provider of transport services at Charles de Gaulle airport in Paris. She coordinated two planes per night shift and now says: “I prefer being active and out and about on site. I therefore did not hesitate for a second when I saw the ECR job vacancy last year.” Nora Ould Amar will be on duty over the festive season too. Rail traffic frequency decreases over that period and does not pick up fully again until early January. “Regardless of whether I end up working one of two early shifts or the late shift on New Year’s Eve, I’ll certainly take the time to raise a glass to celebrate the New Year with my friends,” she says with confidence. an ■

“Every customer of ours is assigned a permanent contact person. This means that at the start and end of every shift, we as a team conduct a thorough handover so that we can always tell the customer how things stand with their consignments. And Christmas and New Year are no exception to that, of course.”

NORA OULD AMAR



KEEPS THINGS MOVING:
Nora Ould Amar
in Paris.

“Working over Christmas is nothing new to me. If I have to work on these days, my wife always prepares a special evening meal for me. And I take along the traditional Polish Christmas wafer, of course, to wish my colleagues good luck.”

WALDEMAR GOŃKA

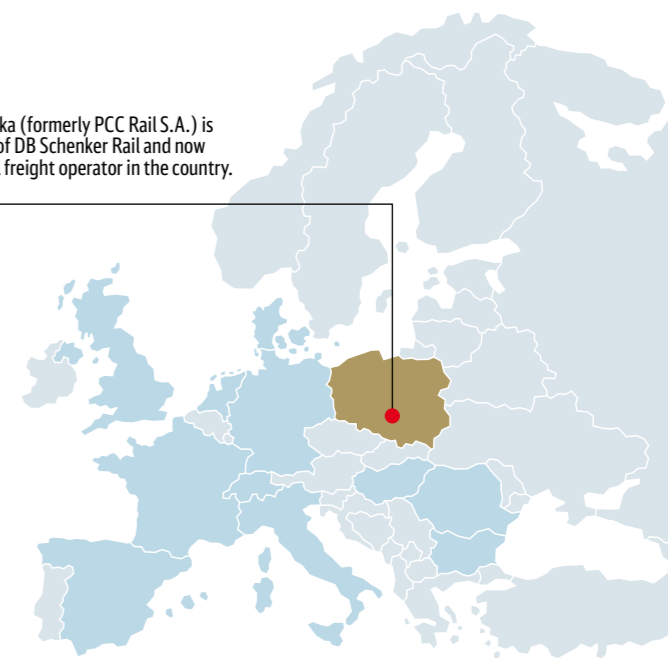


CALM IN A CRISIS:
Waldemar Gońka
in Sosnowiec.

Photos: Oliver Tjaden, Maps: Ole Urtikal

SOSNOWIEC

DB Schenker Rail Polska (formerly PCC Rail S.A.) is the Polish subsidiary of DB Schenker Rail and now the largest private rail freight operator in the country.



■ DB Schenker Rail subsidiaries

The Christmas wafer brings good fortune

Waldemar Gońka, locomotive driver for DB Schenker Rail Polska in Sosnowiec, Poland

Our customers expect their production systems to operate right throughout the festive season,” says Waldemar Gońka. “This means, of course, that I have to work over the holiday period. If the customers need me, I’m happy to be flexible.” The locomotive driver and instructor works at the DB Schenker Rail Polska site in Sosnowiec, not far from Katowice. Workshops and other facilities are located here, and it is also where the locomotive drivers assemble for a meeting every morning.

Gońka trains prospective locomotive drivers and instructs his colleagues on how to operate new vehicles. He also familiarises the locomotive drivers with new transport routes and the relevant requirements for loading and unloading stations.

Gońka is an old hand as far as preparations for the holiday period are concerned. He knows that the customers require his services over the festive season. Coal mines or power stations may hold their shipments for Christmas Eve or stock up on fuel supplies for the festive period, but the trains for the chemical and automotive industries and household goods, as well as for many of the Intermodal division’s customers continue to operate. DB Schenker Rail Polska,

Poland’s second-largest national rail freight operator, keeps working over the holiday period. International trade flows stopped paying heed to national and regional customs long ago. “The work is the same as on any other day,” says Waldemar Gońka. The only thing that provides a little festive cheer is a small Christmas tree in the driver’s cab of his locomotive. “In my 30-year career, I have often worked over Christmas. Before I started working for DB Schenker Rail Polska, I worked on passenger trains, which is somewhat different than freight transport.” After all, half of Poland is on the move in the run-up to Christmas, making their way to their families for the holidays.

Gońka cannot spend Christmas with his family this year but will console himself by having a small celebration with his colleagues. “If I have to work at Christmas, my wife always prepares a special evening meal for me.” Another part of this ritual is the Polish Christmas wafer, which Gońka shares with his colleagues before the meal as they wish each other good luck in the coming new year. “This way, at least we feel as if we’re having our own Christmas celebration,” he concludes.

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“Good workers mean high quality”

Rail freight transport is and will remain a core activity for the DB group, one in which DB Schenker Rail intends to extend its leading position on the European market. This can only happen through the efforts of committed, well-trained staff, some of whom we are introducing to you in this edition. They are representative of thousands of their colleagues in many countries throughout Europe, who keep our whole system moving. These people are important to us personally, and they are important to our company. Deutsche Bahn is a job creator, as this one figure exemplifies: last year we took on more than 11,000 employees – placing Deutsche Bahn right at the top of German industry. Across the group, we’ll recruit up to 7,000 new employees annually over the coming decade. In order to find out what our employees are satisfied or dissatisfied with, we have launched the largest staff survey in our group’s history across some 40 countries worldwide. We intend to establish ourselves as one of the best employers and to find qualified staff that really enjoys working with us, even at a time of skilled labour shortages and decreasing numbers of school-leavers. After all, we need enthusiastic employees in order to continue improving our company, our quality and our services to our customers.

DR RÜDIGER GRUBE, CEO OF THE MANAGEMENT BOARD OF DEUTSCHE BAHN



What has been! What is to come?

We are using this last edition of *railways* for 2012, just before the New Year, to take stock. We’ve asked Dr Rüdiger Grube, CEO of DB, several senior DB Schenker Rail managers and international customers about their personal takes on the past and future.

“Concerned about rising rail costs”

For Tata Steel in Europe, 2012 has been a year full of challenges, and this market volatility is due to persist in 2013. Because of this uncertainty, we are compelled to respond quickly to customer requirements and market conditions. This obviously applies to our logistics chains, too. In times such as these, we also have to cut our costs in order to hold our own in the marketplace as a European steel producer. This is why I’m concerned about the costs of rail freight rising every year. I do welcome DB Schenker Rail’s efforts to boost efficiency and quality with its new *Netzwerkbahn* (rail freight network) business model, though. As an international company, we expect the whole of DB Schenker Rail’s European network to benefit from these improvements.

MARTIN VAN DER MEER, CHARTERING EXECUTIVE RAIL TRANSPORT AND EXTERNAL WAREHOUSING CAPACITIES MAINLAND EUROPE AT TATA STEEL EUROPE



“Network strengthening in the east and southeast”

DB Schenker Rail has been very busy in Eastern Europe as of late. We are now in a position to be able to offer non-stop transport operations to all sectors and customers – in the east to Russia and on to the Far East, in the southeast to Greece and Turkey. This is particularly apparent in Romania, Bulgaria and Hungary, where we have evolved from small connecting railway companies into full-scale rail freight operators. We are also sending used locomotives and freight wagons from Germany, Britain and Poland over there, for example, and in so doing make best use of equipment that the DB Schenker Rail network already possesses. In Romania, we had just 20 freight wagons in 2010, whereas now the figure is around 1,000. Nevertheless, our Region East is not an easy area to operate. In Poland, where our largest subsidiary is based, we’re expecting 2013 to be a difficult

year, in which we’ll be focusing mainly on the financial results and less on volumes. We are seen throughout the region as a premium provider and are determined to defend this reputation.

HANS-GEORG WERNER, HEAD OF REGION EAST AT DB SCHENKER RAIL



“We are back in the black”

We’ve moved much closer to our goal of becoming first choice for our customers through higher quality and better service. In autumn, following a thorough planning phase, we launched our new network rail business model, the *Netzwerkbahn*, aimed at greater reliability and stability, with its first customers in Germany. Network rail will also be a major focus for us in 2013. The most important criterion for success here will be the support given by our customers – we depend on them. The prevailing unfavourable economic conditions made 2012 a difficult year for rail freight transport. Declining freight volumes, especially in our key sectors, led to a drop in our own performance, particularly in Germany. However, I’m proud that, thanks to the consistent measures we are taking, we’ll be posting a profit for 2012. After all, we have to stay in the black in order to be able to invest in freight wagons, infrastructure and IT and to share in the growth of the rail freight transport sector.

DR ALEXANDER HEDDERICH, CEO OF DB SCHENKER RAIL



“Steel industry volatility is growing more extreme”

This time last year, we were hoping our business would pick up, but now we must acknowledge 2012 as a disappointment. Volumes and prices in the steel industry remain at a low level, and we do not foresee any improvement for 2013 either: there is currently no prospect of a return to pre-crisis levels. Our industry is traditionally subject to cyclical ups and downs, but they are growing more and more extreme in their volatility. We have developed new international transport chains with DB Schenker Rail – between Romania and Germany, for ex-ample – and these are working well. Our German steelworks in Bremen and Eisenhüttenstadt are pilot partners in DB’s major network rail project (Netzwerkbahn). ArcelorMittal welcomes this initiative by DB Schenker Rail for making rail logistics chains more efficient. In our case, however, it remains to be seen what benefits the network rail project will give us as major customers.

GIL PERROT, GENERAL MANAGER, PURCHASING & PROCUREMENT EUROPE AT ARCELORMITTAL IN LUXEMBOURG

“Smart transport: multimodal concepts are on the rise – and getting ever greener”

My personal wish for 2013 is good health for our employees and their families – that’s the most important thing. We’ve had a good year in 2012 – our turnover has risen by around ten per cent. I’m concerned about 2013, though. I’ll be happy if we can keep our volumes at the same level. The risks are difficult to assess. Political conflicts and the euro crisis will affect our customers’ business – but we’re investing anyway. Our new terminal in Duisburg will be completed in January. “Green logistics” is important to us and we are a market leader in the field. We’ve shifted 16 million kilometres’ worth of transport from road to rail during 2012. What’s more, most of the HGVs that we use for pre- and post-rail haulage meet the Euro 5 emissions standard. Unfortunately, our customers are not prepared to pay more for this. We will continue to place trust in our partnership with DB Schenker Rail in 2013. This relationship has worked well in recent years, and so far we’ve always found solutions to any problems. This means there’s a good chance that together we’ll enjoy vigorous growth next year. Nothing is impossible!

HENK VAN DIEREN, CEO SAMSKIP VAN DIEREN



“Opportunities in France, consolidation in the UK”

Economic developments in Spain, France and the UK have affected DB Schenker Rail’s business in different ways. For instance, our Spanish subsidiary Transfesa has partly been able to compensate for the crisis in the country’s automotive industry by attracting new customers. In France, we’ve managed to maintain our growth trend even though the economy is stagnating. The crisis has indeed turned into an opportunity for us there. In the UK, our steel business has declined, but we’ve done more in the coal sector: in 2013, we expect to transport up to 30 million tonnes of coal. Next year, we plan to consolidate our network

further and boost our European transport operations. Although the economic environment is becoming increasingly difficult, two aspects are in our favour. Firstly, as a company, we’re innovative. Secondly, we’ve seen that companies and service providers are coming together in order to become more efficient. I hope that we get even better in 2013.

ALAIN THAUVETTE, CEO DB SCHENKER RAIL, REGION WEST

Photos: Marc Darchingier(2), Pablo Castagnola(2), Bernd Roselleb/Deutsche Bahn AG, PR

Green light for Audi

After switching its car transport operations between Neckarsulm and Emden to Eco Plus, the car manufacturer is now transporting about half its rail-bound new vehicles CO₂-free.



Winfried Kretschmann raises the green signalling disc and sends the first green freight train carrying new Audi cars from Neckarsulm on its long journey to the North Sea port of Emden. “Thanks to Eco Plus, thousands of cars each year will now be carried through Germany in a CO₂-free way – across a distance of almost 650 kilometres and

powered exclusively by renewable energy. This means Audi is moving very much in the right direction. It will not only help the environment, but will also safeguard competitiveness and jobs at our sites in Baden-Württemberg,” says Kretschmann, the first Green Party premier of one of Germany’s federal states, at the launch of this new environmentally friendly transport chain,

which the motor manufacturer Audi and DB Schenker Rail Automotive opened in October 2012. By switching its transports between Neckarsulm and Emden to Eco Plus (see box), Audi will be able to reduce its CO₂ emissions by more than 3,420 tonnes per year compared with the regular rail system. This means a saving of around 38 kg for each vehicle carried.

Photo: Dr. Dieter Michael Peusch/DB AG

How Eco Plus works

Eco Plus supports DB Schenker Rail’s clients in achieving their own targets for reducing CO₂ emissions. When a client books this option, which is available on all German routes, DB procures the traction current that is required for those shipments from renewable sources. DB uses ten per cent of the revenue from Eco Plus to support the building of new plants for generating renewable energy.

DB Schenker’s own environmental protection targets are set out in the DB2020 environmental protection programme. Under this programme, the DB group aims to reduce its specific CO₂ emissions by 20 per cent worldwide between 2006 and 2020. DB’s vision for the future is for CO₂-free rail transport by 2050. For DB Schenker, the foundation for environmental benefit is the intelligent integration of the individual modes of transport in the comprehensive international network.

Environmentally friendly solutions are increasingly turning into a selling point. DB Schenker supports its clients in obtaining transparency concerning the carbon footprint of their shipments. With the help of the EcoTransIT World online tool, CO₂ and other harmful emissions for modes of transport such as trains, lorries, aircraft, ocean ships, inland waterway vessels and intermodal transport are calculated reliably. The tool also offers alternative environmentally friendly routings.

More info at: www.dbschenker.com/ecotransit

GREEN PREMIER WAVES GREEN DISC FOR GREEN TRAIN: Winfried Kretschmann sends the first Eco Plus train carrying new Audi cars from Neckarsulm to Emden on its way.



DB Schenker Rail Automotive carries more than 90,000 vehicles from Neckarsulm to Emden every year on behalf of Audi. “This gradual switch to CO₂-free freight transport is a major factor in our commitment to the environment,” Audi Board Member for Production Dr Frank Dreves explained in Neckarsulm. “It means we are one step closer towards CO₂-neutral transport.”

Neckarsulm-Emden is now the second route on which Audi is using DB Schenker Rail’s Eco Plus transport service. Back in August 2010, the company became the first DB client to switch to this environmentally friendly option for its new-vehicle transports between Ingolstadt and Emden. On that route, 150,000 vehicles per year are now being transported by rail CO₂-free. In all, around half of Audi’s finished vehicles that are carried by rail by DB Schenker are now transported in an environmentally friendly way. Speaking at the opening of the new route in Neckar-

sulm, Dr Karl-Friedrich Rausch, Member of the Management Board of DB Mobility Logistics AG responsible for Transportation and Logistics, drew attention to the importance that environmental protection has for the DB group: “As an eco-pioneer, we want to set the standard in the efficient use of resources. Audi, one of our most important customers, has once again selected Eco Plus. This demonstrates that our product is successfully established in the market.”

More than a dozen DB Schenker Rail clients now use Eco Plus and the product is available on all German routes. This CO₂-free transport option and the procurement of the energy for the product have **ok** ■ been certified by TÜV Süd.

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ON THE GO, CO₂-NEUTRAL:
A DB Schenker Rail train carrying brand-new Audi cars to Emden.

Snow - no problem

DB Schenker Rail delivered 20,000 tonnes of salt from Heilbronn to Kiefersfelden in order to prevent drivers from slipping and sliding on the A8 and A93 motorways.



During the harsh winter of 2010/11, gritting salt became scarce and, in some places, ran out completely – and not only in Upper Bavaria. Following this experience, the Wasserburg am Inn highways department developed a new way of guaranteeing salt supplies for the A8 and A93 motorways in the Inntal-Dreieck, Salzburg and Kiefersfelden areas. Since last winter, the salt has been delivered by rail from Heilbronn to the Kiefersfelden Logistics Park, where the gritting salt is unloaded from freight wagons onto lorries and transported to the highways department’s storage facilities.

The gritting salt travels the 375 kilometres from Südsalz’s salt mine in Baden-Württemberg to Kiefersfelden in eco-friendly fashion in DB Schenker Rail’s freight cars. “We’ve delivered around 20,000 tonnes of salt to Kiefersfelden this way in the past

five months – one train with 40 covered bulk freight wagons per week,” says Adolf Ehrl from the Regional Sales Office in Munich. “We developed the operating concept for supplies in the Kiefersfelden area in collaboration with the Munich Production Centre.”

Once a shipment has arrived in the border settlement of Kiefersfelden at the southern tip of the Rosenheim district, Logistik Wiesböck takes charge of its storage and onward distribution by lorry to salt depots alongside the motorways. This way, the gritting salt stocks are full, the customer is delighted – and the winter can do its worst. **ok** ■

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DRIVE SAFELY:
DB Schenker Rail has delivered 20,000 tonnes of gritting salt to Kiefersfelden for conditions such as these.

Photos: DB AG, Getty Images

In and out quicker

Erndtebrücker Eisenwerk has more than doubled its shipments by rail since the expansion of its sidings

Following the expansion of its sidings, Erndtebrücker Eisenwerk (EEW) now ships out many more pipes by rail than it did in the past. The family-owned business from the Rothaargebirge low mountain range invested more than €4 million in enlarging its storage area and optimising its sidings. "At last, we no longer have to make a detour via the railway station in Erndtebrück, which saves us three kilometres in each direction," says Andreas Schmidt, DB Schenker Rail's account manager for EEW.

This increased efficiency can be measured in tonnes: between January and July 2011, Erndtebrücker Eisenwerk shipped around 16,000 tonnes of steel pipes out by rail, but for the same period in 2012 the figure was almost 41,000 tonnes. This is how the company's managing director, Jörg Schorge, put his "heavy freight on rail" philosophy into practice. Until the company's railway facilities were expanded, a much greater proportion of its shipments used to go out by road. EEW is a business that operates worldwide, concentrating on making pipes for gas and oil transport on the high seas. EEW has production facilities in four locations in Germany and two in Asia, with a combined annual capacity of 450,000 tonnes and 1,200 staff. DB Schenker Rail primarily transports the offshore pipes produced at Erndtebrück to the seaports. ok ■

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GLOWING HEAT:
Pig iron can be turned into a wide variety of products, ranging from huge pipes to fine wire.

Optimum use of resources

DB Schenker Rail is now transporting wire rod in two tiers for ArcelorMittal from Hamburg to Rothenburg an der Saale (Germany)

How can the improved utilisation of freight wagons make haulage operations more cost-effective? The world's biggest steel group ArcelorMittal and DB Schenker Rail are investigating this issue in a joint project, and trialling the two-tier loading of DB's Res wagons with rod coils between Hamburg and Rothenburg an der Saale.

Here's the background: with the conventional single-tier load of 30 rod coils, each weighing 1.5 tonnes, a wagon could carry only 45 tonnes – even with a permitted load of 56 tonnes. Thanks to two-tier loading this additional 20 per cent of resources can now be put to optimum use. The availability of loading space is increased at the same time.

The special load securing regulations governing steel products meant that new guidelines had to be defined and agreed for the two-tier transport operations. Impact tests and trial runs were conducted to this end. It was established that rod coils loaded in two tiers can be transported only in block trains. DB Schenker Rail and ArcelorMittal are confident that following the successful conclusion of the trial operations between Hamburg and Rothenburg an der Saale, further block train services will be switched over to the efficient two-tier loading system. ok ■

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“The logistics concept is one reason for our company’s success. We will continue to count on rail transport,”

THOMAS BÖCK, TECHNICAL MANAGER AT CLAAS IN BAD SAULGAU



Going to harvest by rail

Reason to celebrate in Bad Saulgau: the agricultural machinery manufacturer Claas, DB freight forwarder TRANSA and DB Schenker Rail mark 25 years of successful logistics collaboration.

Rolling out the red carpet in Bad Saulgau: Claas, one of the largest manufacturers of agricultural machinery worldwide, and TRANSA, the DB Schenker specialist in European road and rail transport logistics, look back at 25 years of successful collaboration in the Claas-TRANSA service system. In mid-October, many guests from the worlds of politics and business came together with representatives of Claas, DB Schenker Rail, TRANSA and their partners to celebrate one of the most interesting transport concepts in the sector. “Over this quarter of a century we have created a clear win-win situation, which benefits DB Schenker Rail and TRANSA Spedition just as much as it does Claas,” says Peter Lochmüller, Bad Saulgau Branch Manager at TRANSA Spedition GmbH. Claas has around 500 workers in Bad Saulgau in Upper Swabia producing forage harvesting machin-

ery: mowers, tedders, swathers and forage wagons, as well as attachments for self-propelled maize choppers. As soon as it is ready, the machinery is loaded directly onto railway wagons. From then on, everything is in the hands of TRANSA Spedition, which dispatches the machinery to the four regional warehouses with rail sidings. Once there, the machinery is kept in temporary storage and delivered to the customer by service partners, including Schenker Deutschland AG. “With this service system, we’ve demonstrated that this ecological and economical means of transport is beneficial to both partners and to the environment,” says Lochmüller. One particular advantage is the fact that the regional warehouses are linked up online to the Claas distribution centre in Harsewinkel. The shipment and transport status and the arrival of the machinery at the regional warehouse are all document-

HARVESTERS ON PARADE: Claas puts its machinery through its paces in the field.

ed in the system. This means that stock levels are automatically recorded in the system and can be accounted for by Claas. Overall, more than 120,000 items of agricultural machinery from Claas have been loaded onto and transported by some 8,750 wagons over the past 25 years. In 2011 alone, around 4,000 forage harvesters left the Claas works by rail on 300 wagons as part of the service system, saving many heavy goods vehicle journeys. This collaboration between Claas and DB has already grown into a tradition: about half of all the machinery produced by Claas worldwide now reaches its customers by rail. **an**

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Photo: Claas PR

CLAAS: AGRICULTURAL MACHINERY FOR THE WHOLE WORLD

Claas (www.claas.com), a family business founded in 1913 with its headquarters in Harsewinkel, is one of the world’s leading manufacturers of agricultural machinery. Three quarters of its output is exported and Claas has around 9,000 employees worldwide. Alongside its German production sites, it has plants in France, Hungary, Russia, the USA and India.

Just wait for tomorrow!

The Intermodal division will have sent 62 special trains with parcels on their way for DHL by Christmas Eve

There's no working around Christmas, especially where presents are concerned. This year, like every year, millions of parcels large and small sent with Deutsche Post DHL will arrive in time for Christmas Eve to take their place under the tree. Just like last year, DB Schenker Rail will be actively involved in making sure that this becomes a reality or that this is a smooth process. "We will start on the last weekend of November with four special trains for DHL and we'll increase the number steadily from there: on the final weekend before Christmas, 22-23 December, 18 special trains will be in action," says Karl-Heinz Günst, the man in the Intermodal division responsible for organising the pre-Christmas trains for DHL. "Most of the trains will be on the move over the weekends. Our rail service offers our customer DHL an alternative that will make up for the Sunday driving ban for heavy goods vehicles and ensure that sufficient transport capacity is available."

The Intermodal division will be running a total of 62 special trains for Deutsche Post's parcel service in the four weeks leading up to Christmas. They

will be operating between intermodal hubs in the conurbations of Berlin, Hamburg, Munich, Leipzig, Nuremberg, Kornwestheim/Ulm, Rhine/Main and Rhine/Ruhr. In order to fulfil this contract in line with requirements, the sales and planning managers involved will make sure that the loading terminals are open at the weekends - especially for the Christmas period.

DHL's projections indicate that the flood of parcels will rise even higher this year, compared with 2011, because more and more people are choosing and ordering their Christmas presents online - and with no qualms about leaving it to the last minute. "We demand high quality standards of the rail transport service, especially on the last weekend before Christmas, but based on our positive experience of last year, we're confident that DB Schenker Rail will manage to deliver the goods on time for us again this year," says Manfred Lütkes, head of the department responsible for nationwide parcel transport of Deutsche Post.

Just wait for tomorrow - and not for the day after, or the day after that.

ok ■

WHITE CHRISTMAS: The snow falls softly on the DUSS terminal in Frankfurt/Main. The DHL container train full of Christmas parcels is waiting for the green light to send it on its night ride to Berlin.

Photo: DB Schenker Rail

"We demand high quality standards of the rail transport service, especially on the last weekend before Christmas, but based on our positive experience we are confident that DB Schenker Rail will manage to deliver the goods on time for us again this year."

MANFRED LÜTKES, HEAD OF THE DEPARTMENT FOR NATIONWIDE PARCEL TRANSPORT OF DEUTSCHE POST

"Most of the trains will be on the move over the weekends. Here we offer DHL an alternative that will make up for the Sunday driving ban for heavy goods vehicles and ensure that sufficient transport capacity is available."

KARL-HEINZ GÜNST, DB INTERMODAL

New contracts with Aurubis

DB Schenker Rail Bulgaria is stepping up its activities for copper manufacturer Aurubis.

In the Bulgarian town of Pirdop, Aurubis operates one of the largest copper smelters in Europe. The Group was the first customer of DB Schenker Rail (DBSR) Bulgaria back in 2003 and remains its biggest and most important customer to this day. The Bulgarian subsidiary has now extended its collaboration with Aurubis with two new contracts set to run beyond the end of this decade.

The contract for on-site marshalling services in Pirdop, which is due to run out in January 2013, has been extended by just under seven years to September 2019. This reflects Aurubis' appreciation of the quality and reliability offered by its logistics service provider DBSR Bulgaria in their almost ten-year partnership. In addition, both parties agreed that DBSR Bulgaria would develop a solution for transporting copper concentrate in covered freight wagons and



then seeing this solution is carried out by December 2023. "The two contracts lay stable foundations for the ongoing successful development of our company," says Liubomir Garchev, CEO of DB Schenker Rail Bulgaria. "The fact that Aurubis is now concluding two such long-term contracts with us demonstrates the faith that the customer places in us. I must confess, I'm proud of it." *ok* ■

PRECIOUS METAL: Molten copper is poured into moulds at Aurubis.

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Marshalling for Ford in Craiova

The US car manufacturer is entrusting DB Schenker Rail Romania with its plant marshalling services

Since September, DB Schenker Rail (DBSR) Romania has had a prominent new customer, having assumed responsibility for plant marshalling services at the Craiova site belonging to Ford. The US car manufacturer produces models such as the B-Max at this location, as well as drive units in a new engine plant. The new contract represents a success for DBSR Romania that the small Romanian subsidiary has been working towards for 18 months. It was back in March 2011 that a successful test operation was conducted on the plant premises, and then in July 2012, DBSR Romania secured the contract with Ford, having fought off five competitors. To facilitate the handling of the marshalling services in accordance with the car manufacturer's exacting requirements, DBSR Romania has recruited five new employees and stationed two of its own locomotives on Ford's premises. *ok* ■

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LOOKING FORWARD TO WORKING WELL TOGETHER: Hans-Georg Werner, CEO of DB Schenker Rail's Region East, Eduard Iancu, CEO of DB Schenker Rail Romania and Dan Cretan, Manager of the Ford plant in Craiova (from left to right).

Efficient transport concept for white goods

Sustainability compels: home appliances manufacturer BSH Bosch und Siemens Hausgeräte GmbH is a longstanding rail customer. Their electrical goods now have a better, faster route to Moscow.

Transporting refrigerators and dishwashers by rail to Russia – there is nothing unusual about this nowadays in the world of European rail freight transport. What is new, however, is the concept that the experts from DB SCHENKERrailog have implemented at the shipping company TRANSA Spedition, a subsidiary of Schenker AG, in cooperation with the international rail operator Trans Eurasia Logistics (TEL) for home appliances manufacturer BSH Bosch und Siemens Hausgeräte GmbH. Faster, more efficient and more sustainable transport – this was the order of the day for shipments from southern Germany across more than 2,000 kilometres to Moscow from August 2012.

Together with the customer, the transport operations were evaluated after the first few months: "Our strategy is to distribute the large volume of goods bound for Moscow among a variety of carriers. The rail option has fully met our expectations for fast and stable delivery times in 2012," says Hans-Gerd Bauerfeind, Head of Corporate Logistics at BSH.

TRANSA und TEL are responsible for the whole transport process from the customer siding in Giengen (Baden-Württemberg) to the point of delivery by road at the BSH warehouse in Moscow, as well as for ensuring that the necessary equipment is in the right place. What is new is that DB Schenker Rail is for the first time providing the traction in Germany and Poland for the weekly trains between Giengen and Moscow. The handover between the German and Polish divisions of DB Schenker Rail takes place at the Frankfurt-Oderbrücke station. DB Schenker Rail Polska runs the trains all the way to Brest in Belarus, instead of finishing in Malaszewicze on the Polish side of the border, as in the past. This has improved the trains' journey times and the handover to the partner rail operator in Belarus, including transshipment onto eastern European broad-gauge wagons. TEL has also set up a transit depot for containers in Brest that enables the logistics providers to respond immediately to changes in customer requirements. The next step will be to move to continuous CIM/SMGS consignment notes for completing the customs clearance process for these transport operations. *an* ■

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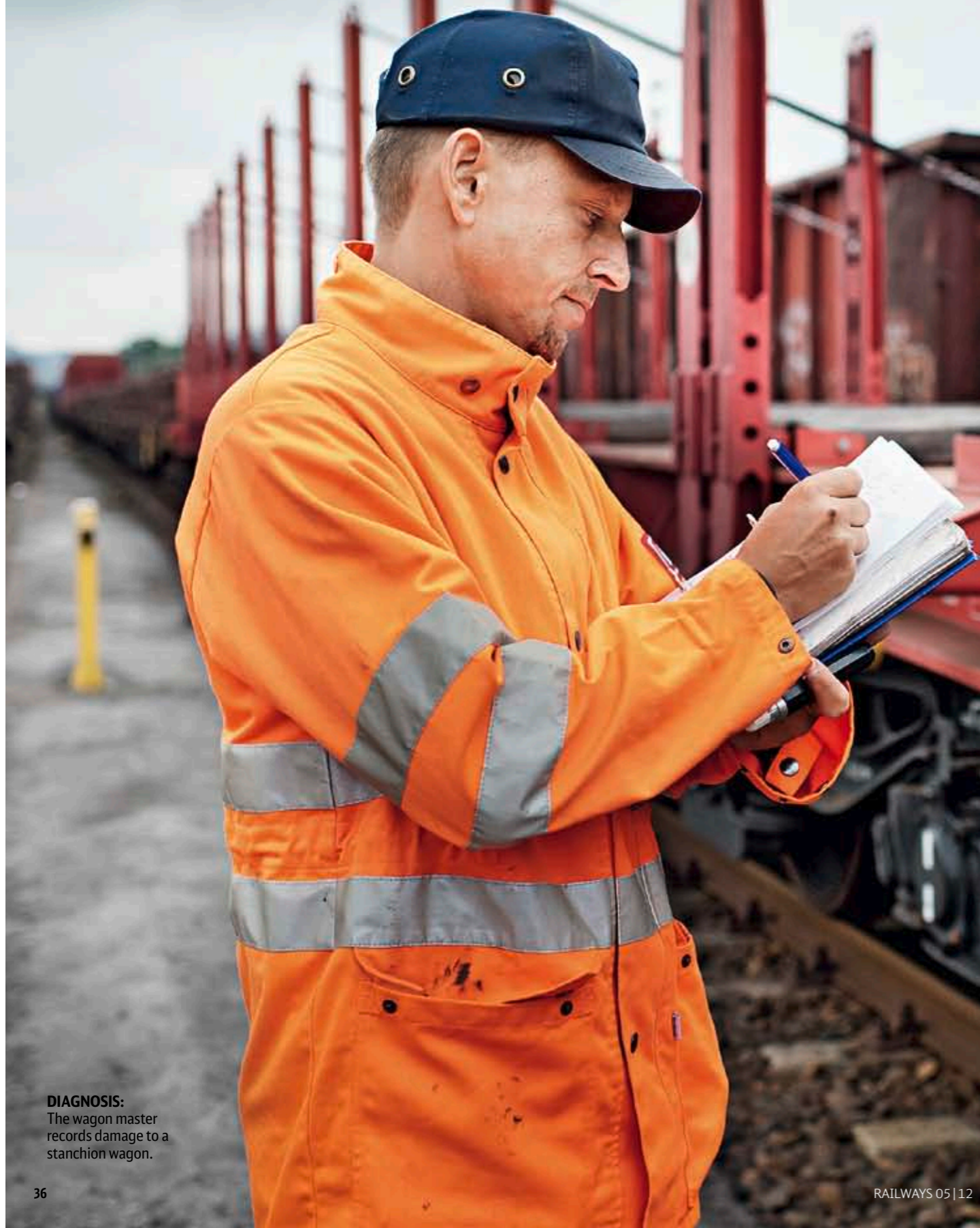


IN HIGH DEMAND: Household goods from German manufacturers such as BSH Bosch und Siemens Hausgeräte are popular in Moscow.

NETWORK BETWEEN EUROPE AND ASIA

Trans Eurasia Logistics (TEL) was founded in March 2008 as a joint venture between DB and its partners, the Russian state railway operator RZD, TransContainer, Kombiverkehr and Polzug. The company has offices in Berlin, Moscow and Beijing and develops and sells transport solutions for moving rail freight between Europe, Russia/Central Asia and China. TEL runs direct connections from Central Europe to Moscow ("Moscovite") and from Chongqing ("New Silk Road") and Shanghai ("Tiger Train") to Duisburg.

Photos: Getty Images; DB Schenker Rail; Bosch PR



DIAGNOSIS:
The wagon master records damage to a stanchion wagon.

Outpatient care on site

Damage can occur during cargo handling – but the critical point is how to deal with it. DB Schenker Rail is now implementing a simple yet effective concept with its customer Saar Rail, the works railway of Saarstahl AG.

Freight cars used in the coal, iron and steel industries have a hard life. Heavy loads including ore, billets or sheet metal, and sharp-edged shipments such as scrap subject the vehicles to significant stress – and cause damage now and again during the loading and unloading process. The repairs cost money and lead to downtimes of up to ten days even for minor damage, during which the damaged wagon is not available, not least because it needs to be transferred to the DB workshop. “We have been grappling

with this issue for some time and now, together with Saar Rail, we are implementing a concept that is as simple as it is effective,” says Manuel Fischer, responsible for resource management at DB Schenker Rail. “We are in the process of training up and certifying a team of our customer’s employees, who will carry out minor repairs to our wagons directly on Saar Rail’s premises on an outpatient basis, as it were,” he adds.

This is only about dealing with pressing minor damages, such as to the stanchions that secure the load

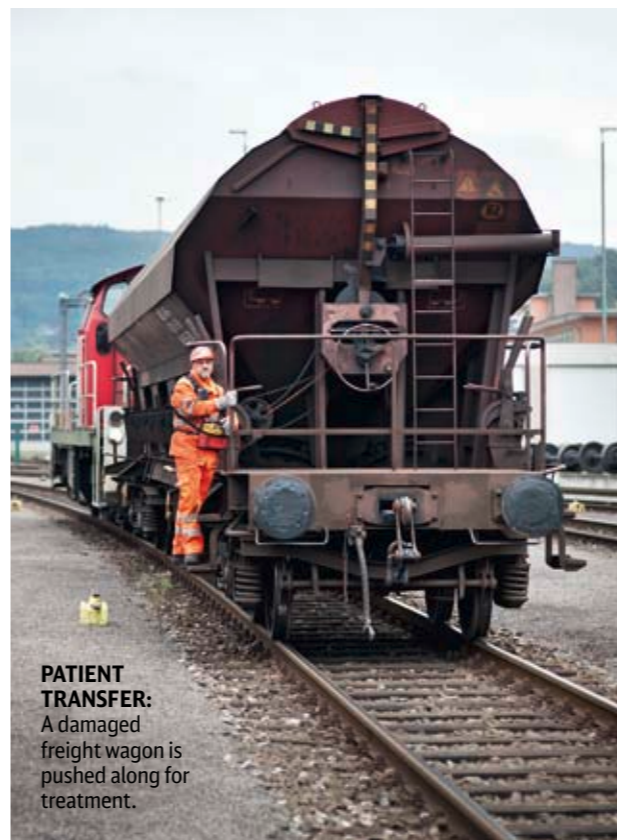


BACKGROUND

Focus on damage during cargo handling

DB Schenker Rail owns and operates a fleet of some 90,000 freight cars across Europe. Customers who cause damage to vehicles by incorrect cargo handling are always liable for it. DB strives to identify, document and invoice any damage within two days. At the same time, DB Schenker Rail supports and advises its customers on how to avoid damage during cargo handling in the first place and - if it does occur - how to minimise such damage. The Mobile Wagon Service (MWS), which has been up and running for some years now, repairs minor damage directly on the customer's premises, thus avoiding the time-consuming process of sending damaged wagons to the DB workshop.

OPERATION:
The expert whips a spring back into shape.



PATIENT TRANSFER:
A damaged freight wagon is pushed along for treatment.



HEALING:
A craftsman at the workshop in Hagen (left). Above a fitter welds on a wagon floor.

to the side walls of wagons. The regular maintenance of wagons, including the wheel sets, bogies and brakes, remains the responsibility of the wagon keeper, DB Schenker Rail.

Saar Rail and DB Schenker Rail have already implemented several projects together, including collaborating on shunting services in Saarbrücken-Burbach and Völklingen and with the transport of liquid iron from the Dillingen blast furnace to the Völklingen steelworks. "This partnership will also form the basis of our new project," says Wolfgang Wainer, Managing Director of Saar Rail. In Völklingen, the company is making a works platform available on which small repairs can be carried out on site.

"Both parties save money while benefiting from much greater wagon availability," says Gerhard Mohr, key account manager at DB Schenker Rail for Saar Rail. He is confident that the new repair concept that is

currently being implemented with Saar Rail will serve as a model for other major customers in the coal, iron and steel sector. *ok* ■

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THE MOBILE WAGON SERVICE FOR COAL, IRON AND STEEL CUSTOMERS

DB Schenker Rail has been offering its customers in the coal, iron and steel industries its nationwide Mobile Wagon Service (MWS) for years. The service aims to minimise the downtime of damaged wagons. DB's mechanics carry out repairs that do not require the wagon's transfer to the workshop on the customer's own premises.



Photos: Oliver Tjaden

THE NURSING CREW:
The operating theatre for freight wagons and its team.



SPECIAL GUEST

Santa's take on logistics

Mr Claus, thank you for taking the time to do this interview before the Christmas rush. You seem to be stooping a little.

Santa: Christmas Eve is a logistical meltdown amid the winter's snow every year. This heavy sackful of presents is doing my back in. I know it's traditional, but it's high time a bit of ergonomic planning went into the receptacles that I have to carry.

Poor you! How are your nerves bearing up?

Santa: Don't ask! Christmas Eve seems to catch most people by surprise every year. They never plan - they just wait until the last minute to buy stuff that I then have to deliver just in time. Tasteless ties, the wrong size socks, plastic toys - ugh! Then on 27 December half of it gets taken back to be exchanged.

But that's always been the case, hasn't it?

Santa: Things really were better in the olden days! I have to deliver most of the presents in flight, from out of the sky, as you know. But now I'm faced with the air

traffic surcharge, not to mention emissions trading and the latest bans on night flights. It's really time I threw in the towel - and my sack.

You cannot be serious! That would make millions of children so unhappy.

Santa: Nonsense! All that stuff about shining eyes around the Christmas tree - it's ridiculous. The little ones used to recite great poems. "Twas the night before Christmas" - and several more verses in that vein. It was marvellous! I was happy to hand over the presents after that.

What happens now?

Santa: The kids make fun of me. Some of them even pull my beard off and demand, "Gimme that new iPhone, old man, or else clear off!" Do I really have to put up with that after 150 years' service? Next year is my last, and then I'll outsource my business and fly off to the Canary Islands for Christmas. Christmas is overrated, in my humble opinion.

Interview: Olaf Krohn

NUMBERS, PLEASE!

223

billion euros - that's what the turnover of Germany's logistics sector was worth in 2011, up 6.2 per cent on the previous year. This means Germany is still far and away the largest logistics market in Europe, followed by France (€131 billion), Britain (€91 billion), Italy (€84 billion), Spain (€76 billion) and the Netherlands (€57 billion).

Source: Fraunhofer SCS.

Save the Date

Forthcoming trade fairs and industry events that DB Schenker Rail will be attending. Seize the opportunity for a face-to-face meeting!

03-05

APRIL

in Milan (Italy)
DB Schenker Rail will have its own stand at the **Made in Steel** trade fair
www.madeinsteel.it

23-25

APRIL

in Birmingham (UK)
Multimodal 2013 is an absolute must for freight shippers - and for DB Schenker Rail UK.
www.multimodal.org.uk

23-26

APRIL

in Moscow (Russia)
Transrussia is one of the key marketplaces for the logistics industry in Eastern Europe. DB Schenker will be there.
www.transrussia.ru

04-07

JUNE

in Munich (Germany)
Transport logistic has established itself as the world's leading trade fair for the logistics sector. DB Schenker will be represented in Munich.
www.transportlogistic.de



Illustration: Corbis; Photo: DB Museum Nuremberg

Poster from 1989, from the DB Museum in Nuremberg.

SIGN OF THE TIMES

Let the railways do it

This is the catchy slogan that the Bundesbahn's freight division used in 1989 to attract customers. Instead of appealing to reason, the advertising focused more on emotions, fun and entertainment. The campaign relied on surreal photographs in which the proportions were blurred, as in this image, which shows a sliding-panel freight wagon under a shower of mineral water. Five years before the post-unification reform of Germany's railways, the Bundesbahn's advertising was, even then, more modern than one might have expected of a state-owned company. Here is what DB historian Ursula Bartelsheim wrote about the Bundesbahn's advertising strategies in the 1980s: "They were already those of a modern commercial business and formed the foundation on which the communications structures of the successor DB AG were able to build." ok ■

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