

Improving the chain of mobility

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nextstation
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2nd INTERNATIONAL CONFERENCE
ON RAILWAY STATIONS

DB BahnPark GmbH

Tauentzienstraße 9-12

D-10789 Berlin

Paris, 07th December 2007

DB BahnPark GmbH

Mission – Strategic Objectives

DB Bahn Park

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**

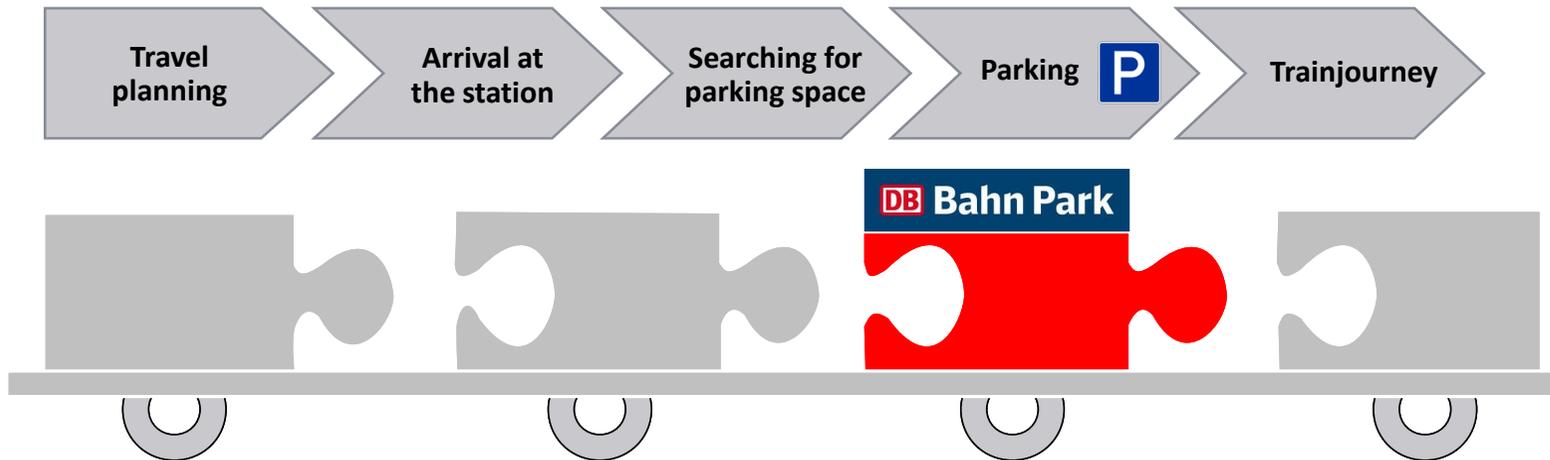
**daily
24 hours
Parking easily at the station**

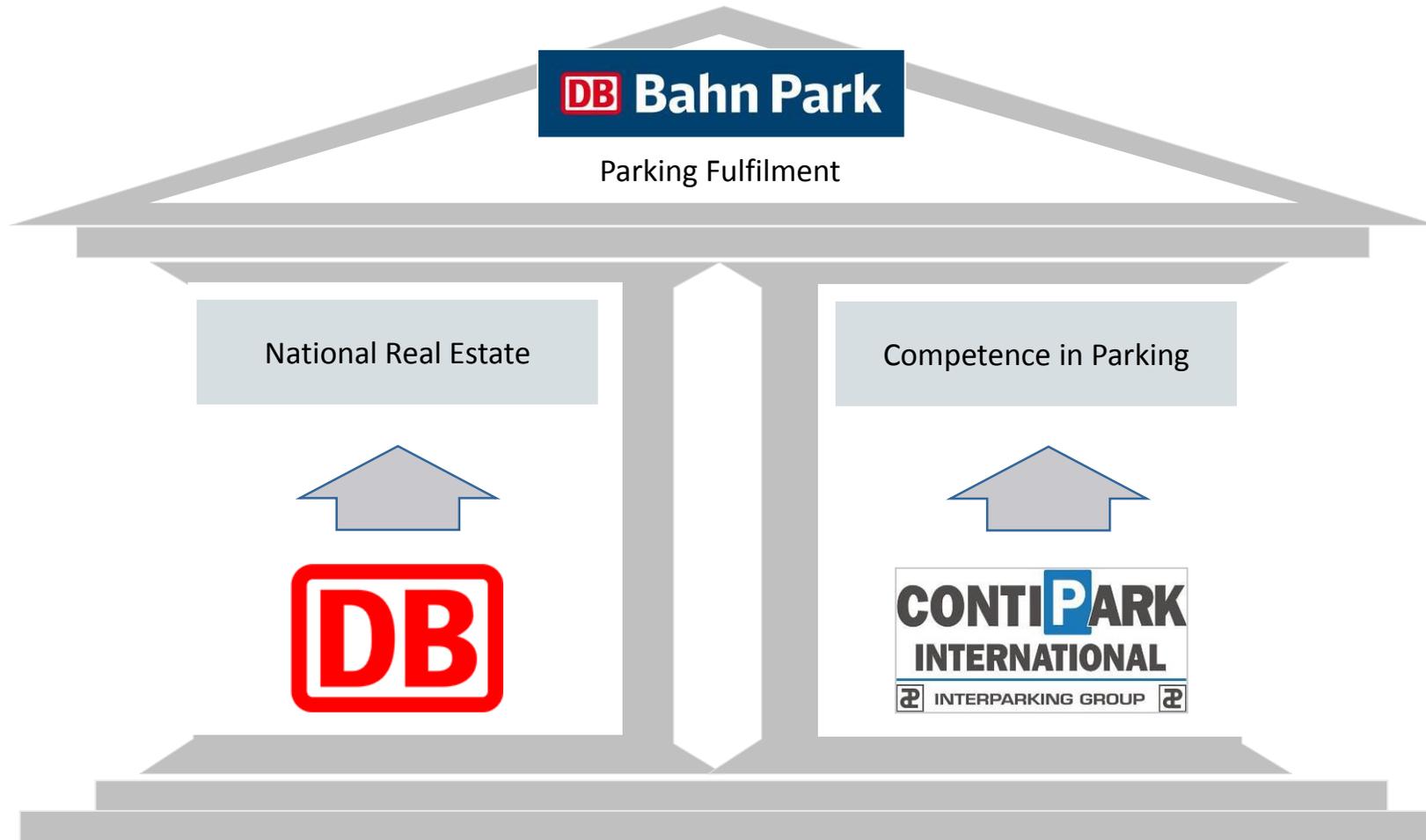


Strategic Objectives: The Task

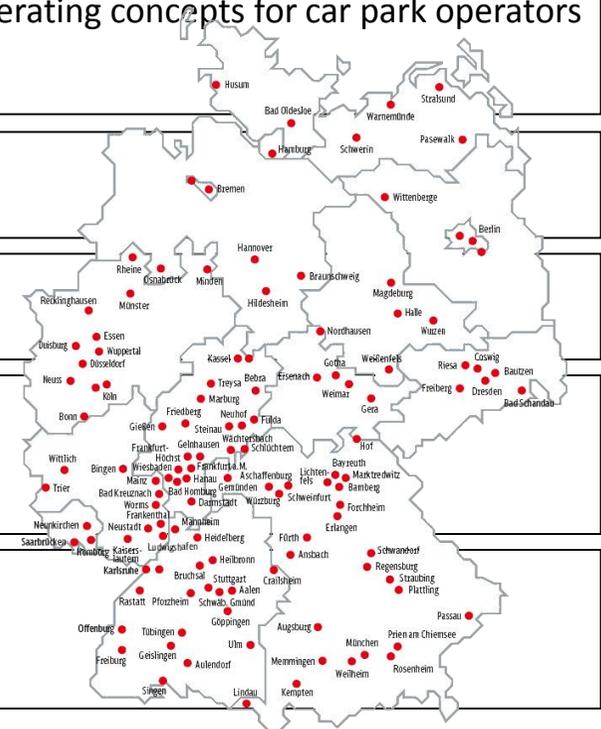
Complete Chain of Mobility

- 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





The Company	<ul style="list-style-type: none"> ■ Joint Venture between DB Station&Service AG and Contipark International Parking GmbH, founded in December 2005
Our Business	<ul style="list-style-type: none"> ■ Management company for the operation and the development of parking sites at stations
Function	<ul style="list-style-type: none"> ■ 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	<ul style="list-style-type: none"> ■ 125 stations, 227 car parks, more than 16.000 spaces
Specialisation	<ul style="list-style-type: none"> ■ Offering a variety of services concerning parking at railway stations
Reference Locations	<ul style="list-style-type: none"> ■ Stuttgart Hbf: 1.300 spaces ■ Frankfurt Main Hbf: 508 spaces ■ Braunschweig Hbf: 560 spaces
New built Car Parks	<ul style="list-style-type: none"> ■ Berlin Hbf: 860 spaces ■ Berlin Südkreuz: 208 spaces ■ Kaiserslautern Hbf: 400 spaces



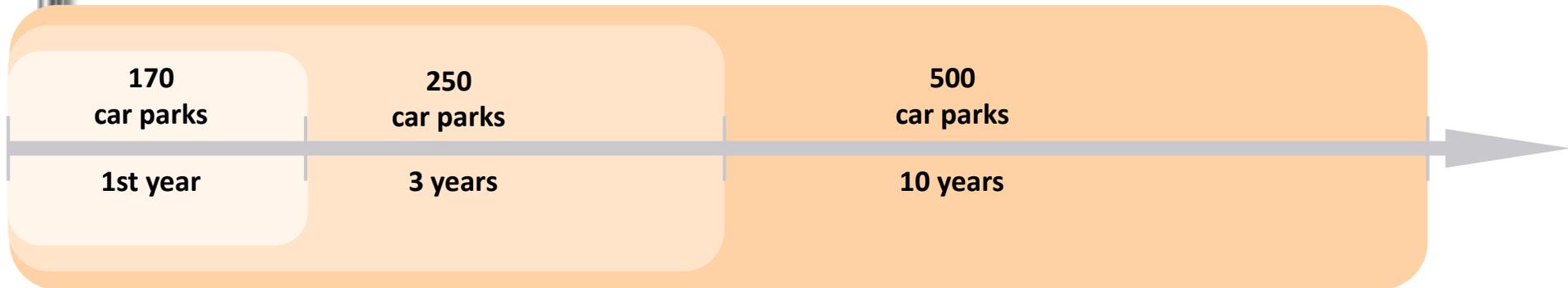
Market Penetration: Vision and Plan.



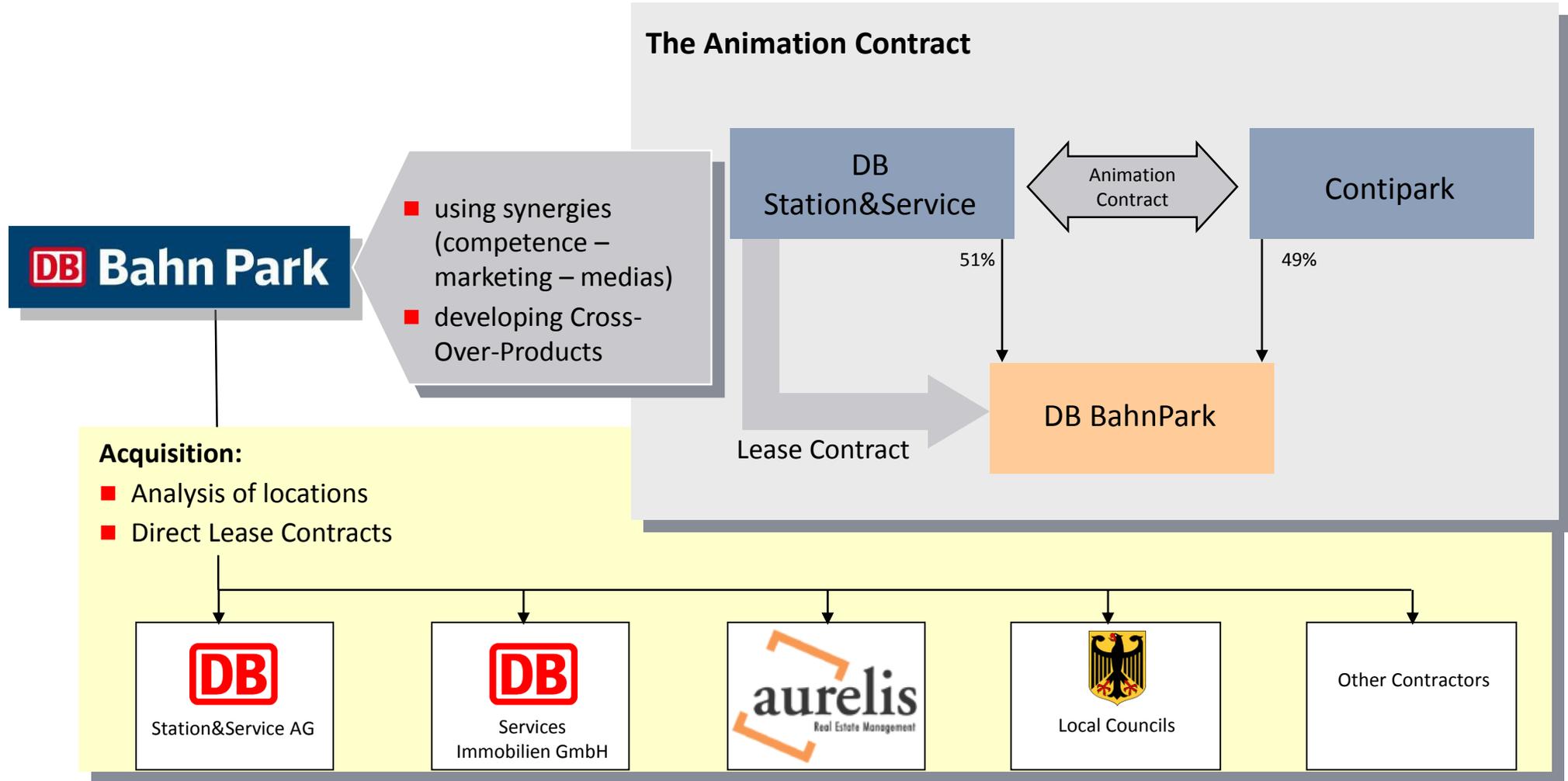
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Takeover of locations:



Acquisition – Business Development



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](#)

2

Hier kommen **Autofahrer zum Zug.** PDF-Download

Ihre Parkmöglichkeiten am Hauptbahnhof Karlsruhe

DB Karlsruhe Hbf

Bitte wählen Sie Ihren Parkplatz mit der Maus!

Parkangebote von DB Bahn Park	Weitere Parkangebote	Flächen und Symbole
Parkplatz	Parkplatz	Bahnhof
Parkhaus	Parkhaus	Einbahnstraße
Tiefgarage	Tiefgarage	Bahntrasse

- 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



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

- Binding service levels:
 - 3-S-concept-guarantee: **S**afety, **S**potlessness, **S**ervice
 - 4th S: **S**tandard tariffs
- Classified types of location
- Comparable locations according to economical aspects



Class A Location	Class B Location	Class C Location
■ Assignment of Personnel		
■ Technical Equipment		
■ Service Level		
■ Tariffs		



Parking easily at the station: Ideal design of the mobility chain



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

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