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# Accompanied bicycle carriage and SBB – today and tomorrow

Pre-AGM workshop „Bicycle and Public Transport“  
Berne, 17 May 2007



# Accompanied bike carriage (ABC)

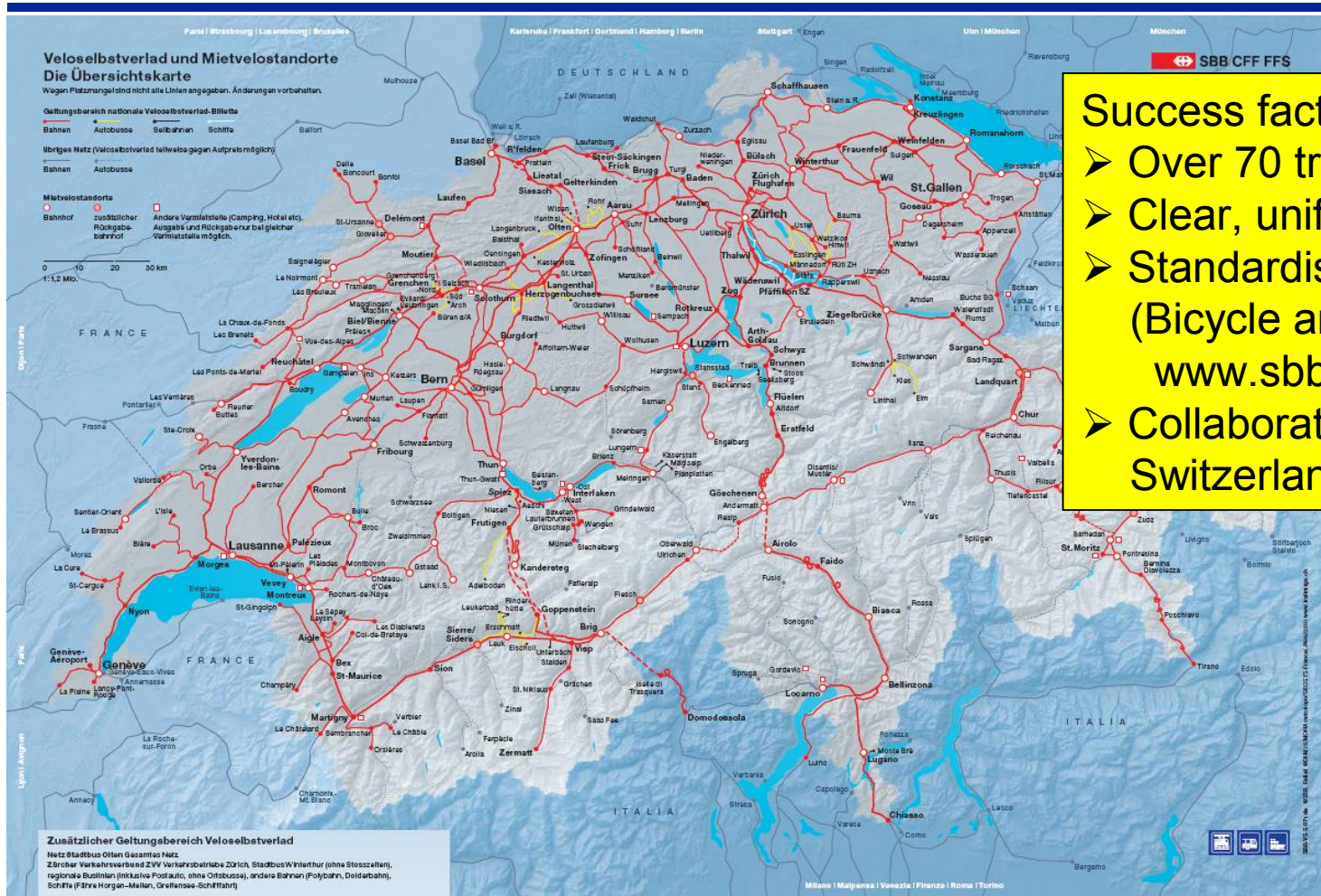
## Historical overview

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- 1898: Failed attempt by Deutsche Reichsbahn to prevent passengers taking bicycles on long-distance journeys (Similar discussion back then to today's!).
- 1986: Accompanied bicycle carriage (ABC) on long-distance trains (LDT) (loading by passengers permitted), Aug. – Oct.: attempt to allow free carriage on regional trains (RT).
- 1987: ABC free at weekends on RT.
- 1989: ABC on RT no longer free at weekends.
- 1994: Failed attempt to abolish ABC on LDT outright (luggage label option, own loading/unloading/changing trains).
- 1995: Creation of “bicycle delegate” position; conversion program for RT and LDT coaches. Opening of LDT to ABC.
- 1998: Launch of "Cycling in Switzerland" with participation of SBB (Member of Board of Trustees); introduction of bike timetable (lines with rolling stock suitable for ABC); active marketing / communications support.
- Ongoing improvements to services offered to bike customers. New tariff system with standardised Day Tickets (LDT/RT). Consequence: forward-looking strategy of SBB brings continual sales growth – a persistent trend.
- Introduction of InterCity tilting trains (ICN) 2000/2001 on the southern Jura line worsens operational problems with ABC (overcrowded trains, delays, safety issues for locomotive crews).
- At Expo 02, introduction of barred periods and all ICN trains closed to ABC.
- 2003: Definitive decision taken to introduce obligatory reservations for ABC on ICN trains.
- New rolling stock in regional transport equipped with ground-level-accessed, multi-functional compartments.
- 2004: Decision to limit ICN reservation obligation to seasonal period (21 March – 31 October).

# Accompanied bike carriage

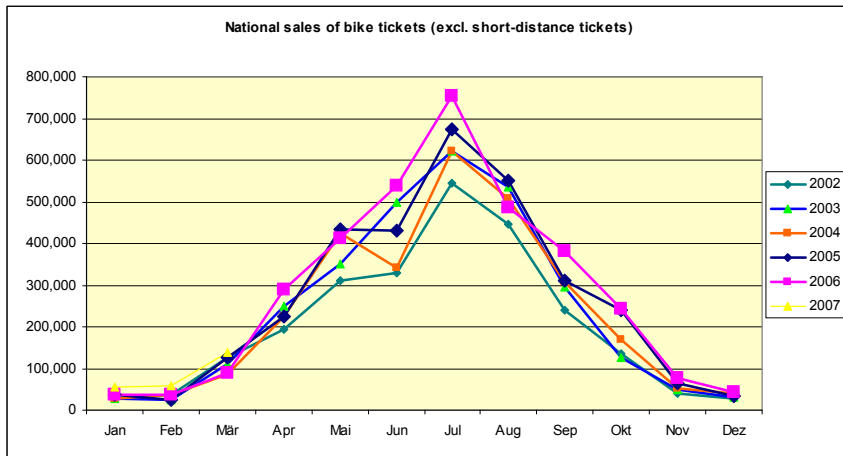
## Situation today



- Success factors:**
- Over 70 transport companies
  - Clear, uniform tariff system
  - Standardised communication (Bicycle and Rail brochure, [www.sbb.ch/velo](http://www.sbb.ch/velo))
  - Collaboration with "Cycling in Switzerland"

# Accompanied bike carriage

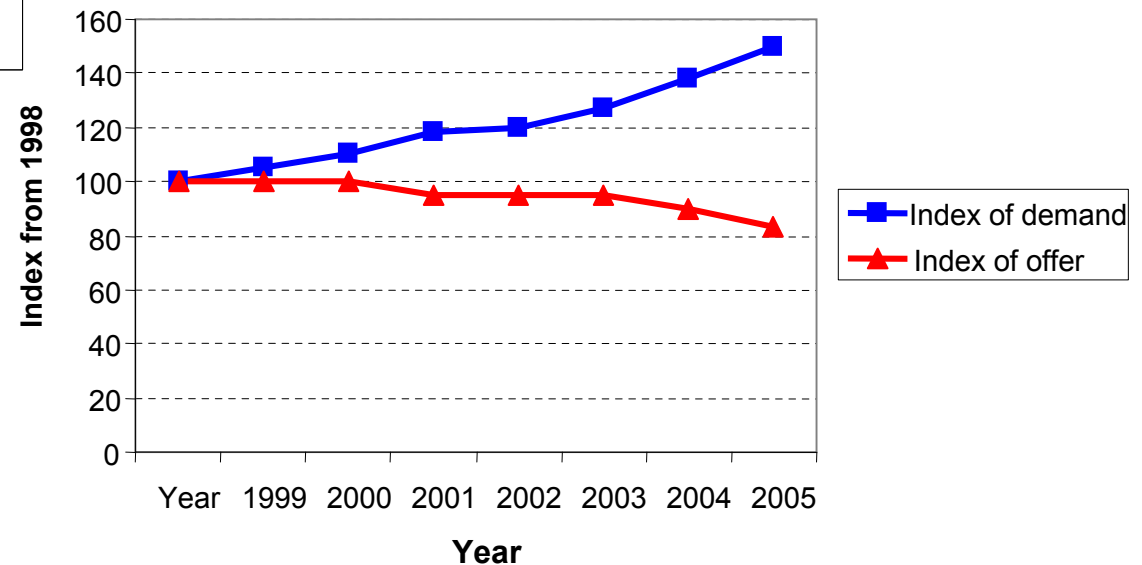
## Background situation (1)



SBB traffic revenues 2006: CHF 2.228 m  
 No. of accomp. bikes on SBB in 2006: 510,000

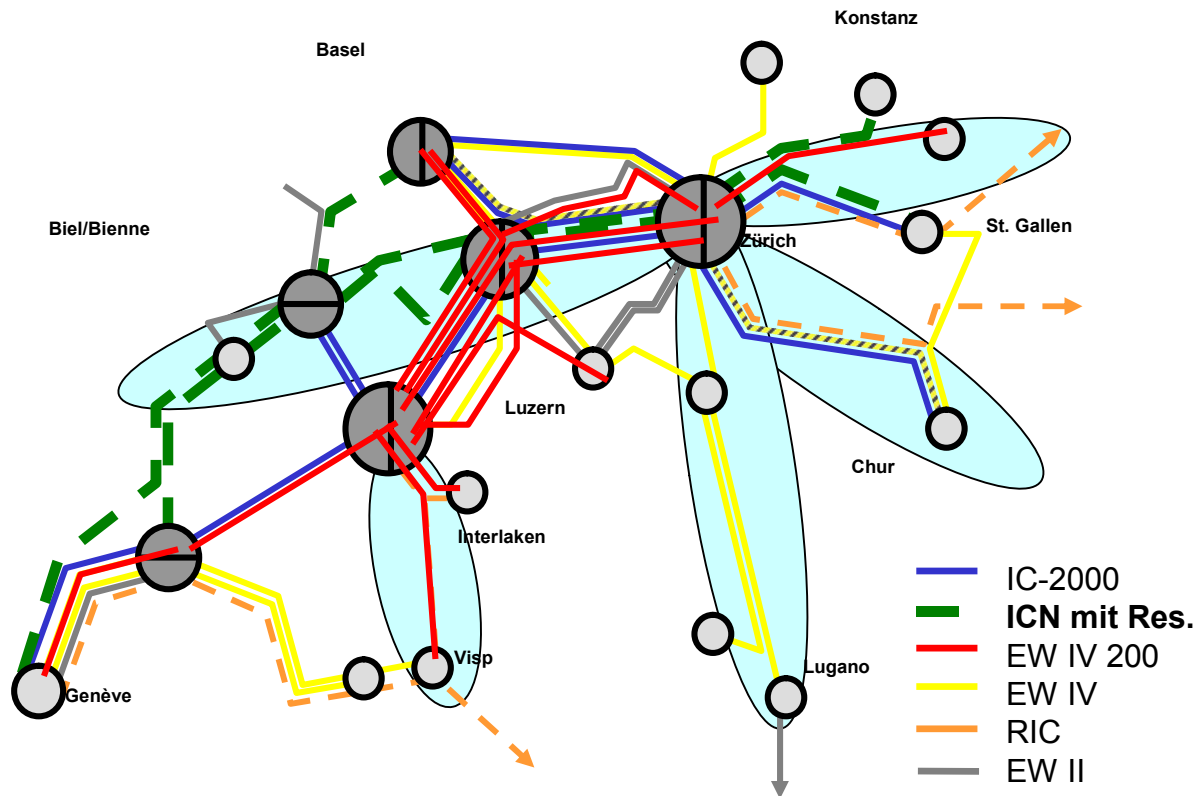
Approx. 20% fewer bike places in stark contrast to rising demand (av. 6% p.a.)!

ABC is a peak-season problem (20 days / 200 trains p.a.)!



# Accompanied bike carriage

## Background situation (2)



More and more peaks on different lines!

### LDT:

- Zurich – Biel (- Lausanne)
- Zurich – Chur
- Zurich – Romanshorn
- Zurich – Gotthard
- Lötschberg / Simplon (new)

### RT:

- Rorschach – St. Gallen
- Ziegelbrücke – Linthal
- Tösstal

# Accompanied bike carriage

## Objectives

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- Clear positioning of ABC in leisure market and increase in supply quality through management of peak periods.
- Management through product / pricing as well as communications (investment has been effected!).
- ABC makes a positive amount of coverage to the operating profit of SBB.
- ABC makes a positive contribution to the image of SBB.

# Accompanied bike carriage

## Potential courses of action

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- Supply management:
  - Increase in capacity on trains
  - Increase in capacity through additional capacity on the roads (overflow)
  - Increase in capacity through additional capacity on the railways
  - Organisational measures
  
- Demand management:
  - Compulsory reservations
  - Price
  - Shift to alternative offers (bike rental!)
  - Management via communication / information
  - Management via sales / distribution

# Accompanied bike carriage

## Facts & figures

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### ■ Supply:

- |   |       |       |
|---|-------|-------|
| – Passenger trains on SBB network per day (approx.)   | 5,000 | 100%  |
| – Trains where accompanied bike carriage is not permitted<br>(ICE, TGV, CIS, EN, Transit, LDT/RT trains without bike hooks) | 183   | 3.7%  |
| – Trains with seasonally-restricted accompanied bike carriage<br>(ICN with compulsory reservation 21 March – 31 October)    | 122   | 2.4%  |
| – Other trains where ABC is permitted<br>(Exception: barred periods for Zurich S-Bahn during rush hours)                    | 4,700 | 93.9% |
- 5,000 bike hooks on rolling stock / average utilisation over whole year (approx.) 4%

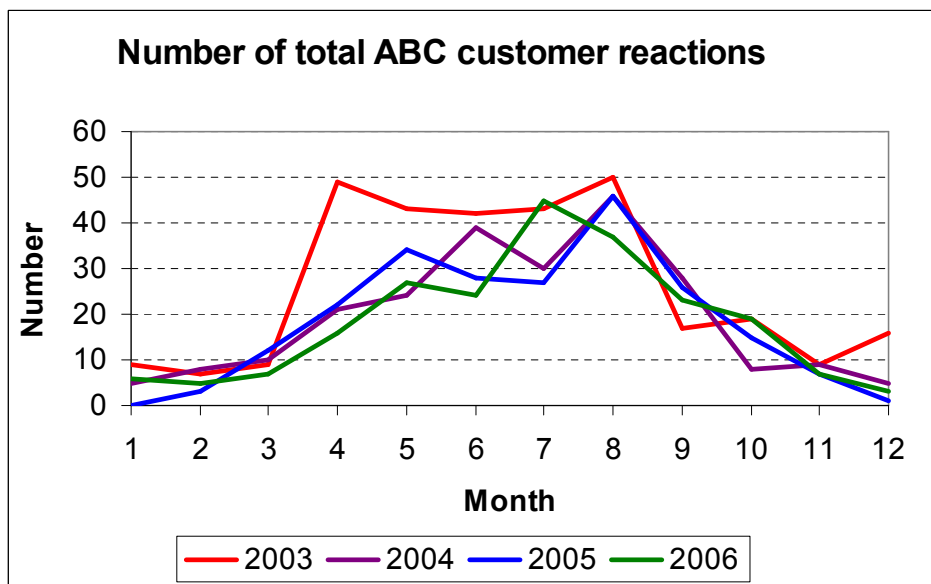
### ■ Demand:

- 510,000 ABC p.a.; approx. CHF 3.4 m turnover per year (excluding passenger travel).
- ABC is a problem of peak periods (20 days / 200 trains a year)!
- ABC is used by approx. 10% of our regular rail customers at least once a year.
- Sales proportion of regular public transport customers > 85%.
- 3,600 regular rail customers as heavy users (bike pass owners).



# Accompanied bike carriage

## Customer view



Fall in number of customer reactions testifies to positive experience of product quality!

Customer reaction comparisons:

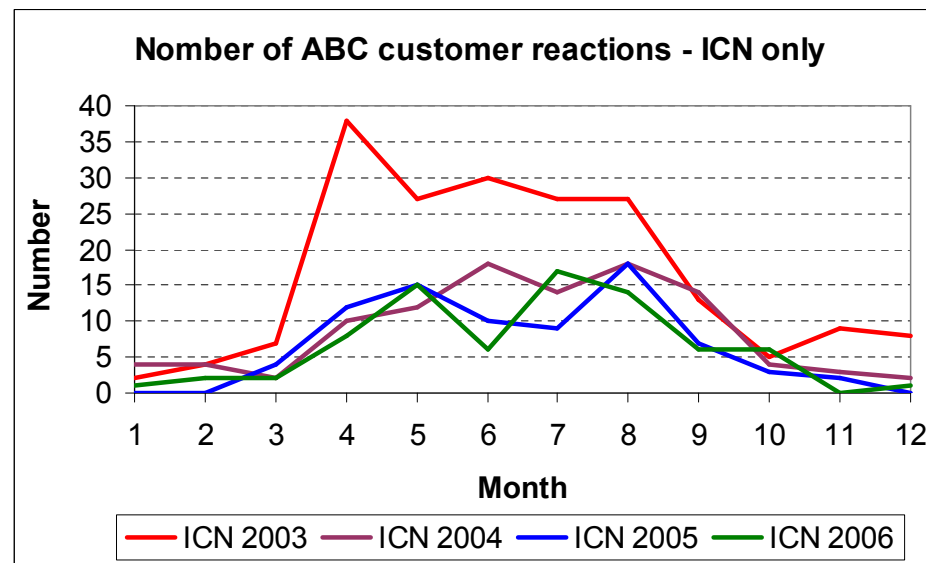
2003: Total 313 / ICN 197

2004: Total 233 / ICN 105

2005: Total 221 / ICN 80

2006: Total 219 / ICN 78

Total CR SBB 2006: 33,003



# Accompanied bike carriage

## The challenge

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- Unchecked growth in accompanied bike carriage in the medium term will take the system of Public Transport to the boundaries of what is operationally and commercially viable.
- There is also the increasing danger that in peak periods the overall quality of public transport will suffer with respect to safety, punctuality, and reliability.

Or to put it more simply:

- Ideal dimensioning of the (bike) offer versus operational and financial limits!