

Changing Modes of Transport Is Now Easy

Bus and rail traffic with Rhenus Veniro provides an attractive alternative to private cars



Exhaust emissions contain an array of substances that damage the environment and climate – carbon dioxide emissions alone from an average European car are 160 grams per kilometer. Each journey that is avoided when people switch from individual transport to buses and rail networks creates benefits for the environment and people's health. Rhenus Veniro offers attractive, comfortable local public transport services as an eco-friendly alternative to automobiles.



Advances made in engine technology and exhaust gas purification in the approx. 1,000 buses that Rhenus Veniro operates in Germany have reduced pollution levels in the environment. But the key potential lies elsewhere: "From an ecological point of view, it is far more effective to make local public transport services more attractive in comparison with individual means of transport and so reduce journeys in automobiles," emphasizes Henrik Behrens, Managing Director of the Rhenus subsidiary. There is a great deal of ground to be made up in many German cities. The parking charge in the center is often cheaper than the bus or street-car ticket – so there is little incentive to switch modes of transport. Behrens also believes that bus lanes are a useful tool – where local public transport service passengers sail past congested traffic. A city toll, like the one collected in London, can provide a crucial competitive advantage for local public transport services in his opinion. But, he adds, this solution is only feasible in a few large cities.



Continuing to Expand

Rhenus Veniro currently operates ten bus and two rail services in Germany. The latest acquisition is the Zwickau City Transport Company (SVZ) – the Rhenus subsidiary took over the management of the company at the beginning of 2008. “We were able to win the contract awarding procedure in Zwickau. This shows that we continue to be viewed as an efficient partner even after the break-up of the joint venture with Keolis,” says Behrens. A decision was made to dissolve the Rhenus Keolis joint venture at the end of 2006 and this has now been completed.

The example of the SVZ operations illustrates how privatization in local public transport services can provide tangible relief to tax payers while at the very least maintaining

the same quality of service. Rhenus Veniro has committed itself to reducing the losses borne by the city of Zwickau by an average of one quarter by 2012. The project is significant to Rhenus well beyond this region: “We are operating a streetcar network for the very first time in Zwickau. This means that we will have a reference project in this field of business too. This will considerably improve our chances of success when bidding for large city networks in the future.”

Behrens has already got his eye on local and regional rail services across the country so as to boost this sector again after parting company with Keolis. An initial success story has already materialized: In February 2008 Rhenus was awarded the contract to operate the Hunsrück line between Boppard and Emmelshausen from December 2009 onwards for a period of 20 years. And while economic growth is often accompanied by an increase in pollution in the environment elsewhere, expansion Veniro-style brings ecological benefits. The company already transports 100 million passengers per annum – and each additional passenger, who can be persuaded to switch to public transportation as a result of attractive local public transport services, benefits the environment and climate.

You can discover more about our locations and local public transport services here: www.rhenus-veniro.de