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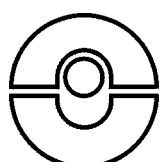
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5th edition, October 2001

Translation

Rules governing Route Management in passenger traffic

*Principes de fonctionnement du Route Management en trafic voyageurs
Grundsätze der Arbeitsweise des Routen-Managements im Personenverkehr*



*Union Internationale des Chemins de fer
Internationaler Eisenbahnverband
International Union of Railways*

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0 - Statutes and Regulations

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5th edition, October 2001	Adaptation to FTE (Forum Train Europe) organisation, Passenger Commission, 15.11.2000

The person responsible for this leaflet is named in the UIC Code



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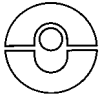
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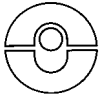
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Summary

The purpose of this leaflet is to facilitate co-operation between Railway Undertakings (RUs) through the establishment of processes for developing and implementing product concepts on European international passenger relations routes. The leaflet describes the organisation of Route Management (RM) as well as its working principles, and defines the interfaces with Forum Train Europe (FTE). It also specifies the basic rules governing route management, including:

- its general organisation,
- its tasks, competencies and responsibilities,
- its working methods,
- the calendar of work,
- the list of routes (periodically amended and updated).

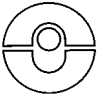


1 - Introduction

This leaflet sets out the working principles and organisation of Route Management (RM) within the UIC framework, highlighting its interfaces with Forum Train Europe (FTE).

It describes the processes involved in developing and implementing RM product concepts.

Railway Undertakings (RUs) are free to set-up other forms of organisation for the management of services in international rail passenger traffic.



2 - Scope

The route concept as used in the context of this leaflet applies to international markets which justify the operation of quality rail passenger services (see list of routes in Appendix B - page 10).

The leaflet stipulates the principles governing route management, particularly in terms of:

- its general organisation,
- its remits, tasks, and responsibilities,
- its methods of operation,
- its work calendar.

Route Management covers all types of international scheduled day and night passenger train services designated by the Railway Undertakings involved in a particular route.



3 - General organisation

3.1. - Route Management

- is conducted by representatives of the marketing and technical production planning (TPP) divisions of participating RUs;
- ensures implementation of the objectives set by the Top Management of RUs;
- puts into practice the guidelines defined by UIC;
- calls for co-operation with FTE and OSJD (see - List of abbreviations - page 29);
- involves collaboration with Capacity Managers (CM) as appropriate.

3.2. - Each Route Management team is generally led by the representative (or director) of the marketing division of the RU which generates the highest traffic volume or the largest business turnover on the route concerned, or is appointed for other specific motives.

Group sessions within the FTE are generally chaired by the same RU as that which manages the RM team concerned.

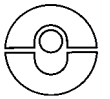
3.3. - Confidentiality of the matters addressed must be observed by all participants and in particular by the CMs when path-related issues are involved.

3.4. - The Top Management of participating RUs shall be informed by their RM representatives of the results of work and shall be referred possible policy differences for a ruling.

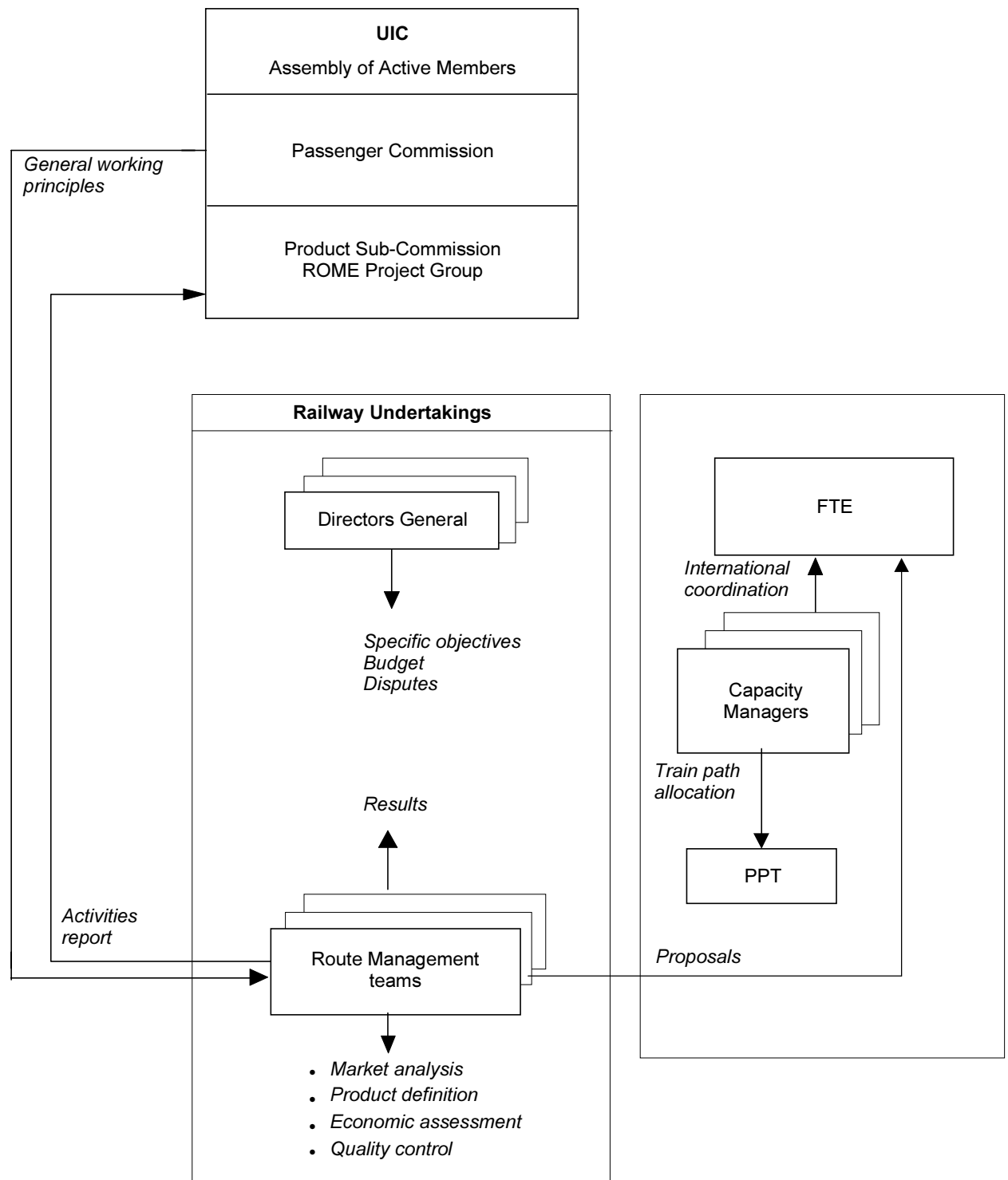
3.5. - The FTE shall be the structure within which the RUs concerned examine proposals framed by the RM teams, in accordance with the rules and internal procedures of this organisation.

The RUs shall ensure that the marketing function is suitably represented within the FTE by RM team members.

3.6. - The organisation chart on page 5 shows the general structure of RM teams.



Organisation of Route Management





4 - Tasks of Route Management teams

Route Management is primarily structured around the following key factors:

- Proper market intelligence concerning each route. To this end the RUs involved shall individually manage a database containing as a minimum the following inputs:
 - overall traffic volumes and data on market potential,
 - the modal split,
 - information on market shares (broken down according to reason for travel, national routes, ...),
 - analyses of prices, including those of competing mode,
 - description of the product and quality of the train service offered,
 - information on traffic density and traffic pattern on the route (by type of accommodation and class of travel), for each train and route segment,
 - information on the different products offered on a given route (by type of accommodation and class of travel), for each train and route segment,
 - information on the costs for a given route (by type of accommodation and class of travel) for each train and route segment.
- Organisation of market research and traffic-forecast analyses for use as inputs to the framing of product strategies and concepts.
- Development of strategies and product concepts in the short and/long term, taking account of:
 - the technical feasibility of these concepts,
 - the resources needed (including in terms of infrastructure and rolling stock),
 - the cost-effectiveness of the concepts (profitability calculation).
- Application of processes defined for using the EC & EN product brands (see - List of abbreviations - page 29) (see Appendix D - page 21).
- Preparation and submission of proposals, via the lead Railway Undertakings, for consideration during co-ordination sessions (in the framework of FTE group meetings).
- Definition of communications strategy (internal and external).
- Development of a quality-control system and its implementation.
- Definition of specifications for train cleaning during the journey.
- Continuous monitoring of the results of application of the package of proposed measures.
- Periodical compilation of activities reports (Model report form: See Appendix C - page 19).