

A photograph of a bright blue sky filled with soft, white, scattered clouds. The clouds are of various sizes and shapes, some appearing as wispy streaks and others as more defined, fluffy patches. The overall tone is serene and open.

'Beyond expectations'

Global trends in high speed rail

China is leading the world now with investment in new high speed rail networks to link up urban centres across the country.

On going investment of 600bn yuan (£51.5bn) has been committed to implement a dedicated network of high speed routes



Global trends in high speed rail

Europe, historically, has a well established railway network and spending on new high speed lines is gathering pace to link up countries across borders:

- Interoperability through the Channel Tunnel links up the UK with high speed networks in France and Germany
- New plans for HS2 to link London with the Midlands and the north



Global trends in high speed rail

America is being urged to invest 8 Billion dollars by Obama's government to implement an ambitious country wide high speed network



Global trends in high speed rail

What impact will this have?

- Greatly reduced journey times between city centres.
- Seamless journey experience from city centre to city centre
- Genuine alternative to airline travel
- Considerable reduction in emissions when compared to airline travel

For example, "on the Eurostar, emissions from travelling by train from London to Paris are 90% lower than by flying"



What are the future design opportunities?

Passenger research studies, carried out for Eurostar, show that:

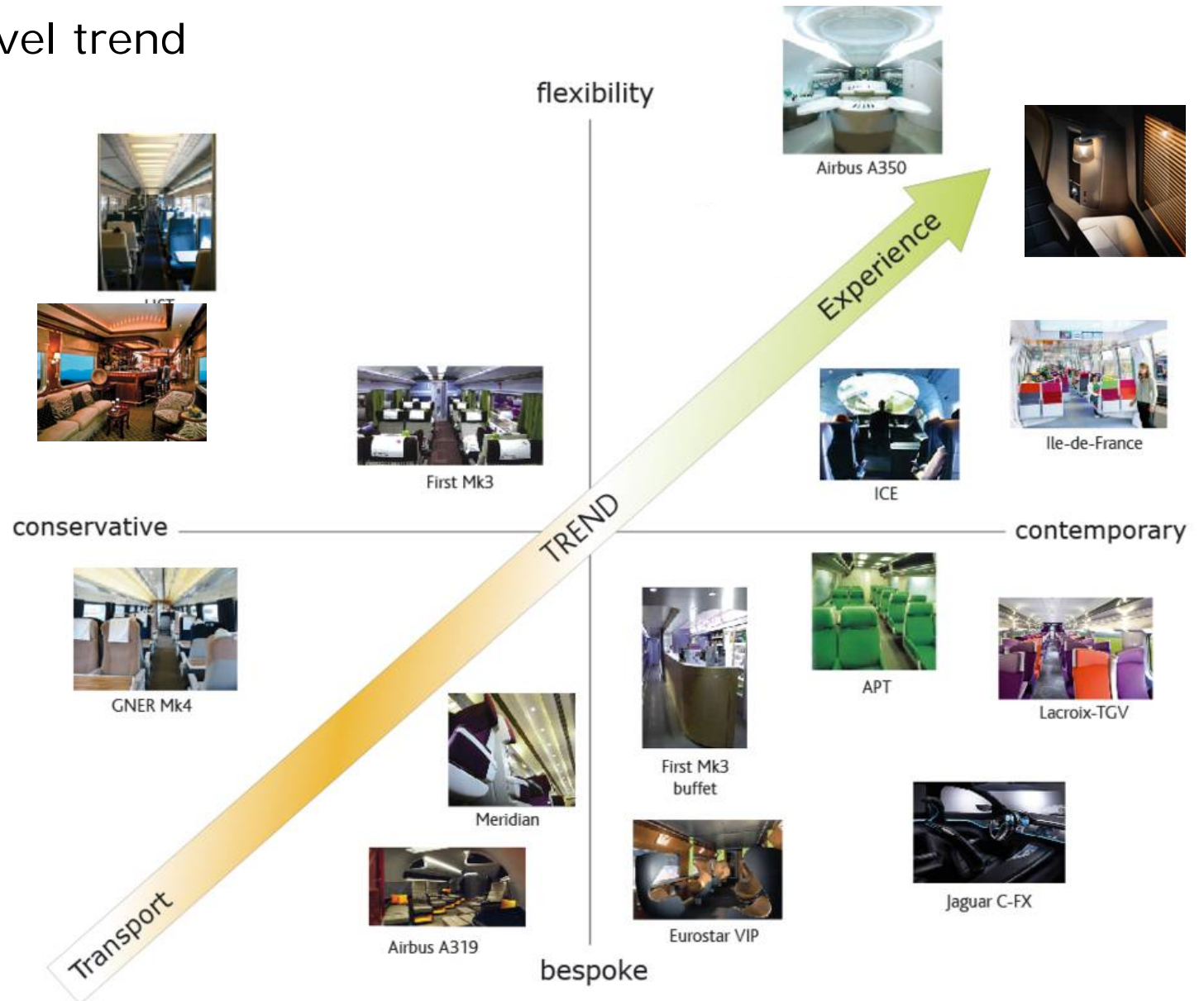
- Business travellers are prepared to spend up to four hours on their journey if they can work
- Train travel allows uninterrupted opportunities to work via laptops and mobiles en route
- Time saved by travelling city centre to city centre aids productivity
- Travellers prefer the freedom and flexibility of direct boarding



Identifying the travel trend

Mobility and transport is no longer seen as purely the means to get from A to B

There is a clear trend towards travel being seen as an experience to be enjoyed whilst providing somewhere to work and or socialise.



The current 1st class rail offer

Shinkansen interior



ICE First Class interior



- Regimented rows of seats
- Lack of individual control of seat position and location
- Uniform appearance without an engaging character or visual interest
- Open plan interiors are inherently difficult to control for noise and vibration



The new British Airways 1st Class

The airline alternative

Business and 1st class seats have proved to be commercially successful for flights of 2 hours upwards.

Airline 1st & business class offer:

- Personal control of reading light, laptop power and seat recline
- Entertainment through seat mounted displays
- Greater legroom and seat space
- Controlled passenger numbers

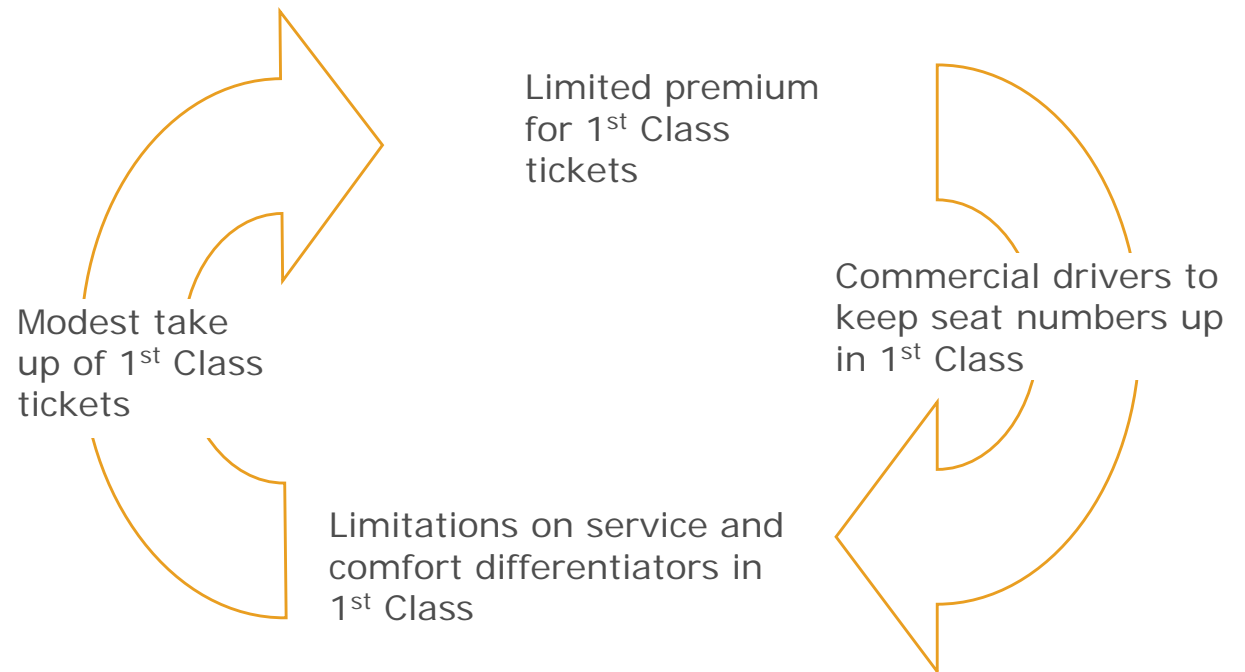


The business case for Premium 1st class

The current commercial case for a premium first class service is hampered by a virtual circle

- maximising seat numbers restricts the service offer hence limiting the commercial return

What is needed is a step change in approach that offers a genuine upgrade in service provided by reducing the seat count with an increase in the facilities and personal space dedicated to each passenger.

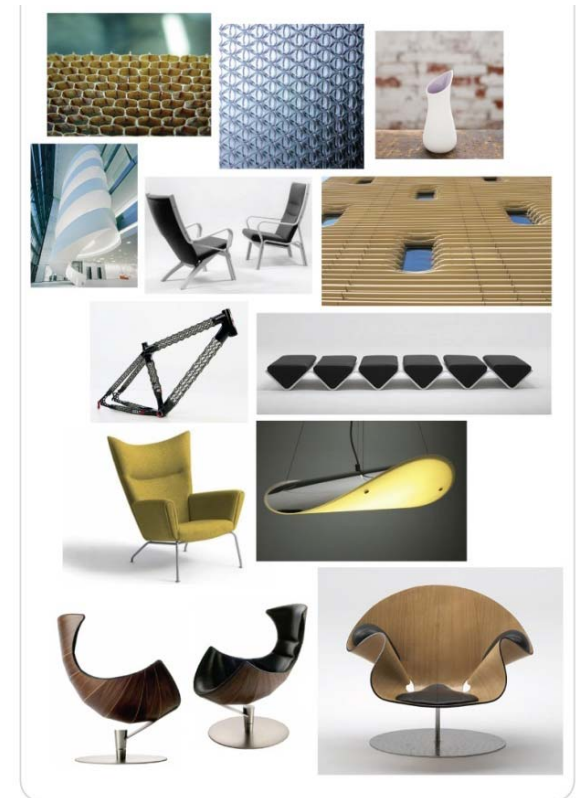
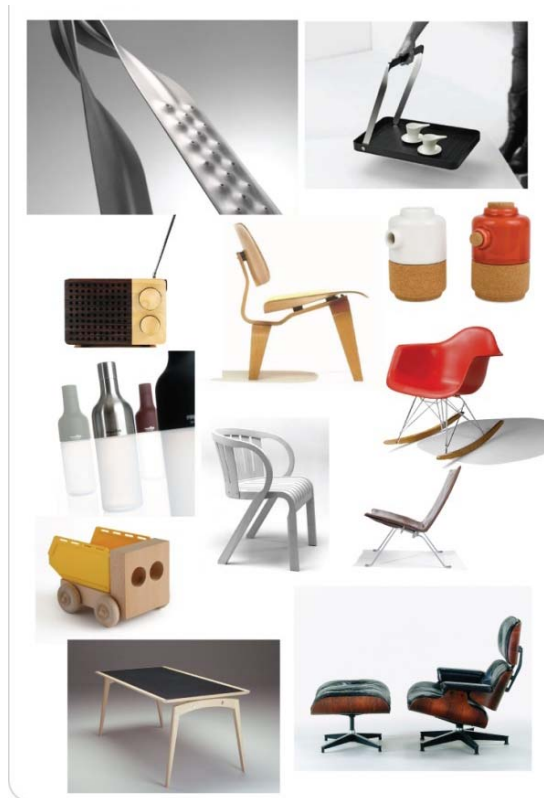


Beyond the expected

To compete with airline travel there needs to be a viable high speed rail solution that provides a user experience that exceeds expectations.

High speed train interiors have the unique ability and opportunity to:

- Provide flexible seating for work, rest and socialising
- Accommodate personal baggage and provide secure local luggage storage with 'no checking in'
- Use design to create a modern statement of travel that is both luxurious and practical, efficient and sustainable
- Generate a 'contemporary classic design' that sets a visual standard for future high speed travel



Contemporary classic

'Pure design' that is functional with a heritage link brought up to date

Beyond the expected – quality touch points and finishes

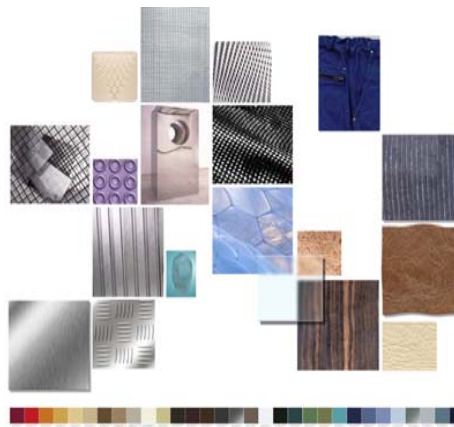


In-mould film finishes to panels creates excellent visual surface quality and well diffused light reflections



E-Leather creates the look and feel of leather whilst being fire retardant, hard wearing and lightweight

Smart fabrics, flat woven textiles and Wilton carpets provide the right level of tactile quality



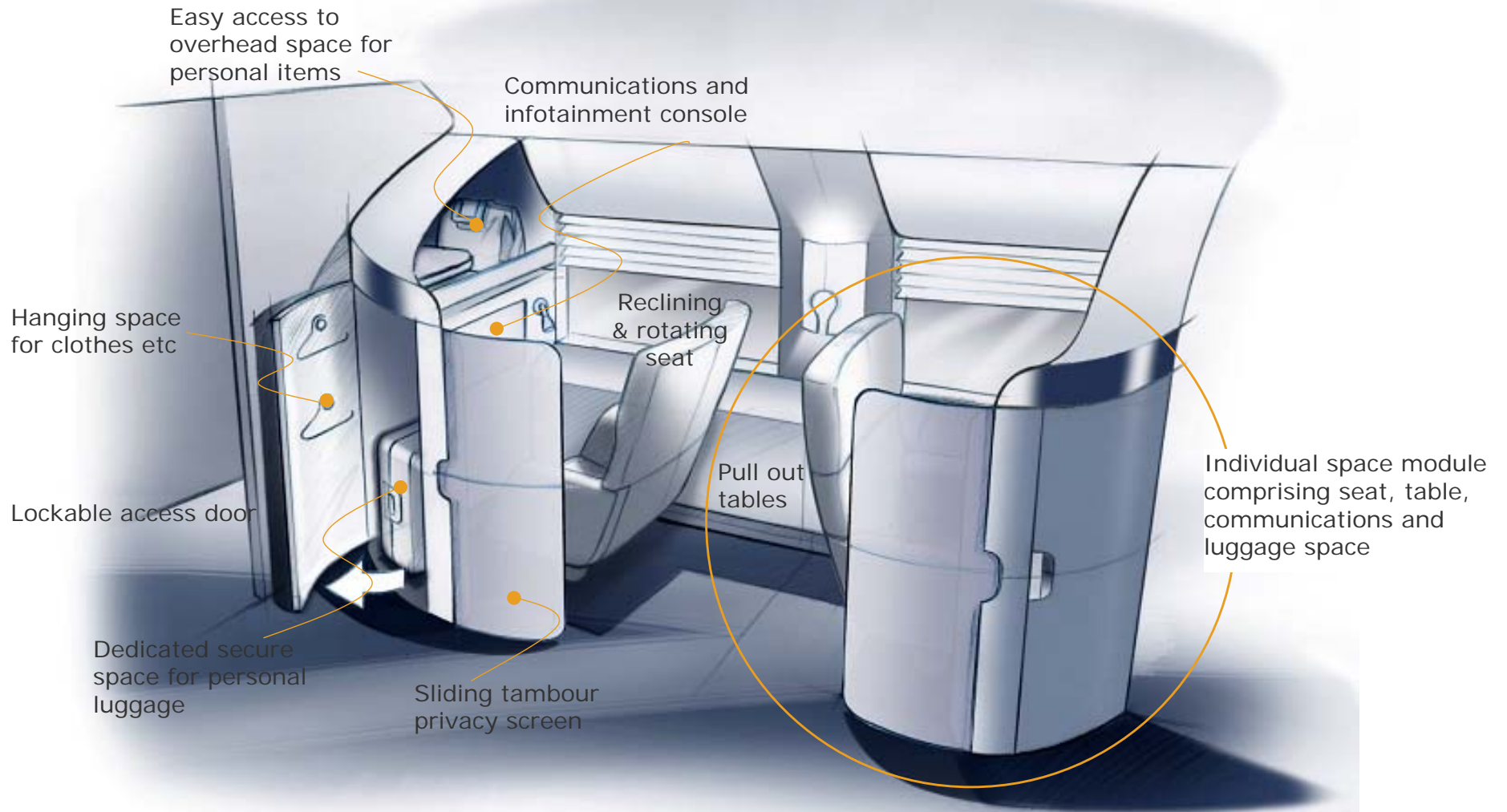
Wood finishes to create a welcoming mellow visual appearance



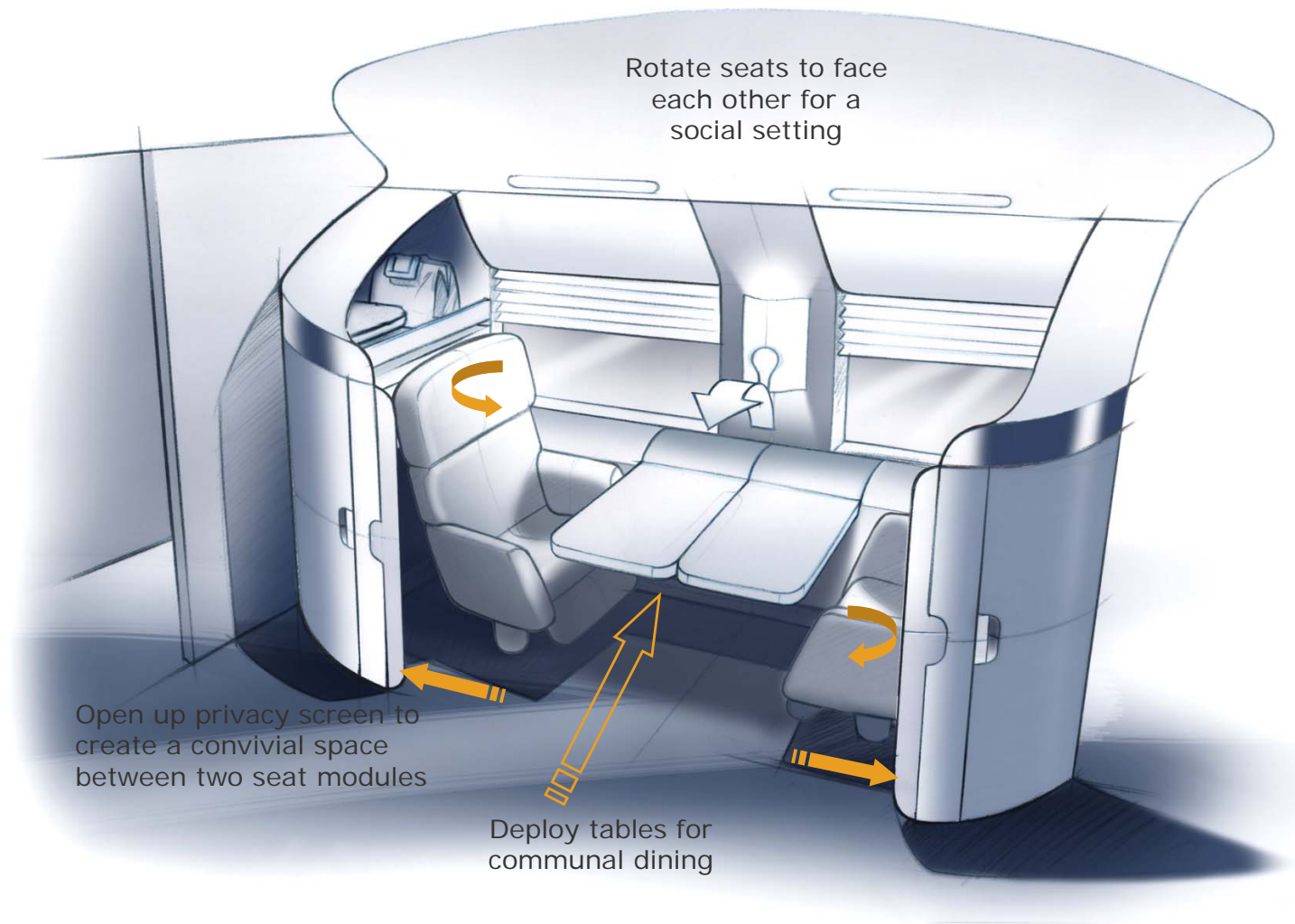
Satin finish metallic paints provide an authentic quality finish on a range of different substrates



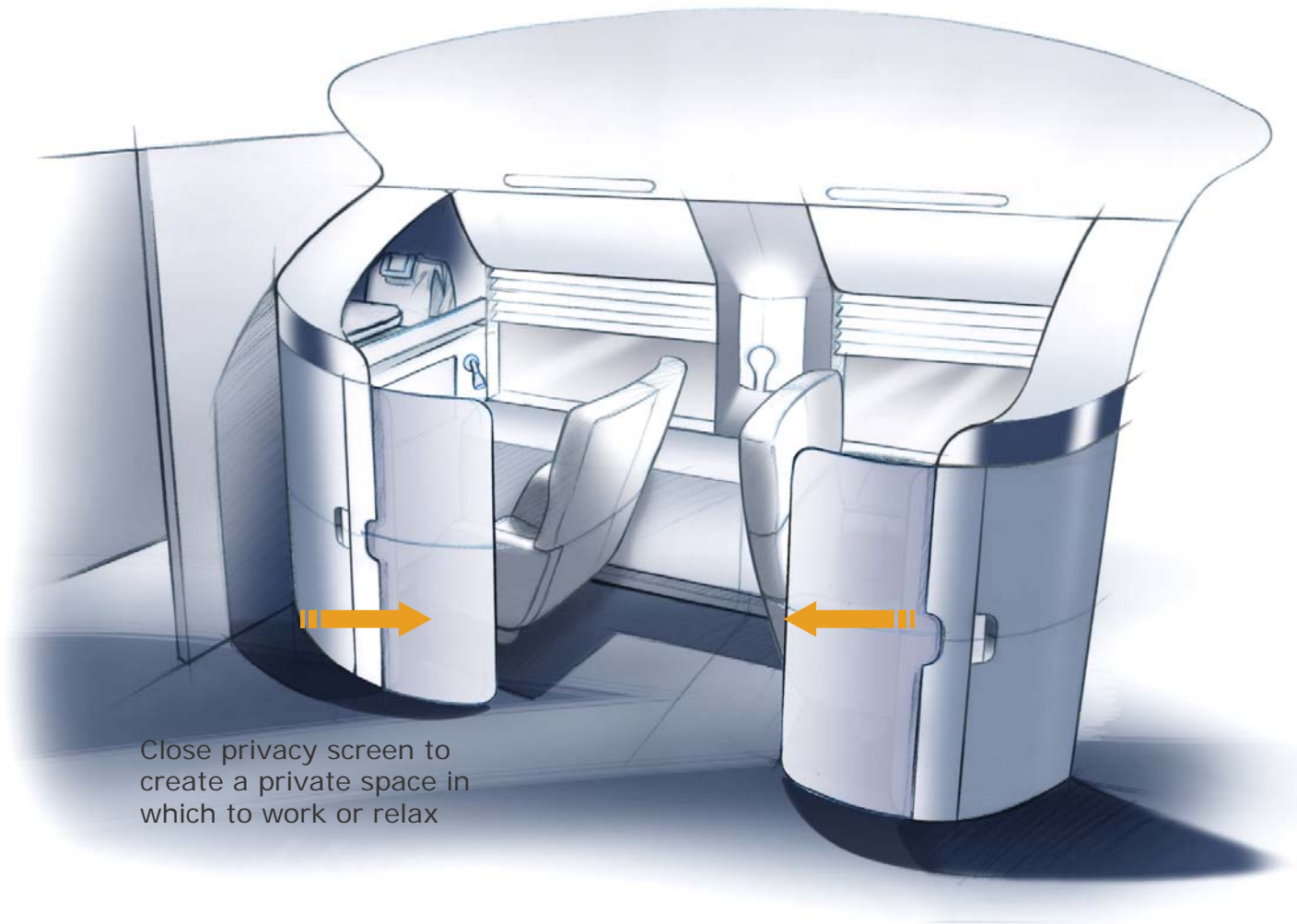
Beyond the expected – ‘my travel space concept’



'My travel space concept' – social mode

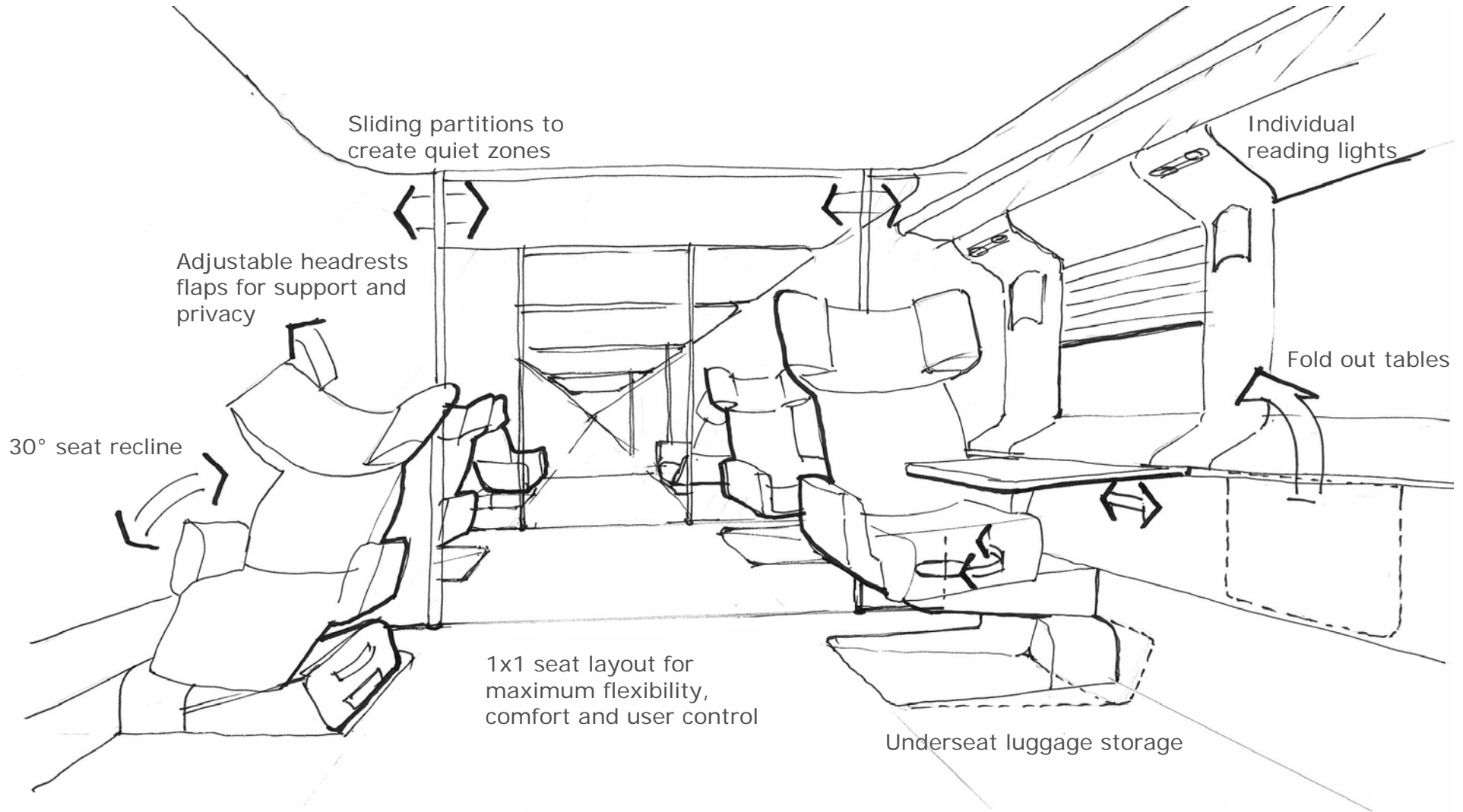


'My travel space concept' – privacy mode



Close privacy screen to
create a private space in
which to work or relax

'Beyond the expected' – flexible interior layout



'Beyond the expected' – an intelligent design solution

thank you



'Beyond the expected' – 'configurable' seat design

