

Hamburg-Köln-Express: Good track record after six months

Successful market launch with the first regular guests / A trip with the “Fastest Music Festival” to the celebration on January 23, 2013

(Cologne, January 23, 2013) On January 23, 2013, Hamburg-Köln-Express (HKX) celebrates six months of being right on track. The young railway company has been able to transport almost 150,000 passengers to their destination since its start. Including many regular guests. The market launch was a great success. “That gives HKX reason to offer a week of special ticket prices, a special train trip on January 23, and a look at the first interim results,” says Eva Kreienkamp, CEO of the still-young railway company.

During the week-long celebration, the X-ticket for all trips taking place from January 21 through 26, 2013, will cost no more than EUR 23. On January 23, 2013, the “Fastest Musical Festival in Germany” will take place during the train trip from Cologne to Hamburg.” Various bands and solo artists will travel with the passengers and play music when the train doors open during scheduled stops in North Rhine-Westphalia, Lower Saxony and Hamburg. That means: really fast festival performances, 120 seconds long, alternatively in the following cities and stations: Cologne main station (12:01), Dusseldorf main station (12:27), Duisburg (12:42), Essen main station (12:55), Gelsenkirchen main station (13:05), Münster main station (13:47), Osnabrück (14:14), Hamburg-Harburg (15:57), Hamburg main station (16:08) and Hamburg-Altona (16:22).

“This unique festival is our way of thanking our customers for the first six months of HKX,” says Kreienkamp. HKX will be transformed into a rolling festival stage with the X-ticket as the entry ticket. Naturally, as at any other concert, encores will be possible. The passengers themselves will determine whether the music continues during the trip.

The HKX CEO is particularly pleased with the development of passenger numbers after the first six months as well as the successful market launch. “We have a particularly high percentage of young people between the ages of 18 to 29, who are increasingly doing without their own car and demonstrating a different, more selective mobility behavior, which means they are very open to the railway service,” explains Kreienkamp. “We’re very happy about that. And also about the approximately 50 percent of women on board, showing us that we have been able to expand the market for train travel. We are even more pleased that the passengers are satisfied



with our service, making new bookings and traveling with us again. We already have our first regular passengers.”

The fact that many passengers are satisfied with HKX's service has been substantiated by letters, such as the following, that we have received during the last few weeks: “We have traveled several times already over the last few months with HKX. The staff is really nice, friendly and helpful. We are very happy traveling with HKX,” wrote one woman. And a male customer wrote: “I personally travel approximately 3 to 5 times a year privately from Essen to Hamburg and have traveled with HKX three times in the last year. It's not only the price that won me over, but also the very friendly atmosphere created, thanks to your staff!!! That means that, for me, HKX will definitely be the first choice for future trips from Essen to Hamburg!”

The majority of passengers that make a trip with HKX travel long stretches: around 90 percent start or end their HKX trip at Hamburg main station.

In total, HKX trains have safely traveled more than 300,000 kilometers in the first six months. That is a total of almost 700 trips since July 23, 2013. For a new transport operation, the HKX company was stable to the greatest possible extent. During the very few cases of disruptions to operations due to weather or for technical reasons, our staff took great care of the travelers and ensured they reached their final destination. “This is not least also due to the efforts of our partner, Veolia Verkehr, who has taken on all operational tasks and the maintenance of our trains,” says Carsten Carstensen, Managing Director of HKX and responsible for the operation. Also the punctuality of the trains was very satisfactory. On average it was between 80 and 90 percent and thus in line with the general market. “We would like to thank all our colleagues and partners involved for this,” says Carstensen.

In the next few months, HKX wants to gradually travel with longer trains, particularly on the weekends. Many of these trains are already very well booked. It is intended that by the end of the year, the timetable will be extended so that three trains travel in each direction every day of the week. “The experiences of the first six months have shown us that the market is there,” says Eva Kreienkamp

Hamburg-Köln-Express GmbH (HKX) is the first private rail transport operator in Germany that exclusively operates long-distance passenger service on the tracks. The majority shareholder of HKX GmbH is Railroad Development Corporation (RDC) Deutschland.

The “Fastest Music Festival in Germany” came into being in cooperation with the c/o pop Festival, which is sending the bands and solo artists along the tracks for HKX on January 23, 2013.

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