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## Compass

**We ensure the future success of the SBB by assuming our commercial and social responsibility in a well-balanced way.**

### **We are successful**

- if satisfied customers and clients use our offers even more intensively,
- if committed and competent employees work with us with pride and joy,
- if we can keep the costs under control and make an adequate profit,
- if the Confederation and the Cantons can get even better services in return for their grants,
- if we can put to advantage the synergies of the integrated enterprise and the chances of the strong brand name.

### **We fulfill our performance mandate**

- by maintaining high quality standards which means offering safe, punctual and comfortable transport in clean surroundings,
- by a further development of our offers in passenger and goods transport, and by increasing the sales of train paths, also to third parties,
- by actively addressing conflicts of interests where train paths are scarce and by looking for solutions at an early stage,
- by promoting the Swiss system of public transport through strong cooperation with our partners,
- by developing the timetable in our capacity as national system leader, and by professionally marketing the train paths.

### **We regard ourselves as a Swiss enterprise, because**

- with Rail 2000, we connect the individual regions with one another by offering yet faster, more frequent and more direct services,
- together with our partners, we plan and build the Swiss railway network for 2020,
- we seize the new chances in border-crossing regional and long-distance passenger traffic, and connect Switzerland even better with the neighbouring countries and their regions bordering to Switzerland,
- we optimize domestic, import and export goods traffic and guarantee the environmentally-friendly provision of Switzerland with goods by means of a sustained growth,
- we establish ourselves in transalpine wagonload and intermodal traffic as a fast-growing European transport supplier offering a high quality, thereby favouring a shift of heavy goods transport from road to rail in agglomerations and mountain valleys,
- we turn our chances as important real estate owner to profit, and develop the big stations yet more so they become pulsating centres of urban life.