

#BesserWeiter: VDV campaign for greater trust in bus and train travel

Public transport is a must – HÜBNER supports nationwide image campaign in Germany

Kassel, Germany (07 September 2020). In Germany, a coalition made up of representatives from federal, state and municipal organizations together with public transport companies has started a campaign to regain customers' trust and to encourage passengers to start using public transport again. As one of the first industry partners from the mobility sector to join in, the HÜBNER Group from Kassel is lending its support to the campaign, which has been in progress under the direction of the Association of German Transport Companies (VDV) for a number of weeks now. Due to the coronavirus, use of public transport has undergone a massive decline.

"After the end of the corona lockdown, the passenger numbers in buses and trains has been rising steadily throughout Germany, but only slowly in total. That's why transport companies together with political actors are getting more involved to win back passengers to local public transport options," explains VDV Managing Director Oliver Wolff. The goal is to reach the pre-crisis level of passenger numbers as quickly as possible to avoid further revenue losses in public transport operations and so as not to endanger climate protection goals in the transport sector. "There is no scientific documentation that one is more likely to be infected in buses and trains than elsewhere," Wolff continued. "Corona must not prevent the move away from private cars to the use of public transport."

The first phase of the campaign has been focused on mask requirements in buses and trains as a sign that public transport companies are intensifying their hygiene measures in accordance with the recommendations of the Robert Koch Institute and German Infection Protection Act.

"As a partner of local public transport companies, there was no question that we would take part in this important campaign," said HÜBNER General Manager Helge Förster in explaining the company's involvement. "It is very much in our interest that people make use of buses and trains and that public transport continues to develop strongly," continued the head of HÜBNER's Mobility business segment. "There simply is no way to effectively protect the climate without increased use of public transport."

The Association of German Transport Companies (VDV) is the industry association of companies that provide public transport for individuals as well



as rail freight transport. Its 600 member companies transport more than 30 million people each day in buses and trains and move approximately 600 million tons of freight by rail each year.

More information on the campaign is available at:
<https://www.besserweiter.de/>.

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