

# Press kit

February 2020

# Contents

|   |       |
|---|-------|
| Editorial   | p. 3  |
| <i>Lyria 2020</i>                                   | p. 4  |
| The TGV Lyria network                               | p. 7  |
| <i>Lyria 2020</i> Key figures                       | p. 8  |
| Fare offer  | p. 9  |
| Attractive prices for everyone                      | p. 12 |
| Catering is central to the TGV Lyria services offer | p. 13 |
| Key dates   | p. 14 |
| Company management                                  | p. 15 |
| Information and contacts                            | p. 16 |



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**Fabien Soulet**  
CEO of TGV Lyria

## *Lyria 2020*, a **historical transformation** to meet the challenges of the future.

Thirty-five years after it came about, thanks to the alliance between SBB and SNCF, TGV Lyria confirms its status as the leader for connections between Switzerland and France with almost 5 million passengers per year.

However, being the leader is not an end in itself. It is the result of the vision and strategy of those who design and conceive the new rail offer every day. In an era where everything moves so quickly, where reputations are made or broken on the whim of events or perceptions, TGV Lyria has made the choice to remain a forerunner and to innovate.

*Lyria 2020* illustrates this commitment perfectly with the complete overhaul of its range, which is operational since 15 December last. We made the strategic choice not only to meet the requirements and demands of travellers with regard to comfort and price, but also all to make rail travel favourable for those with environmental concerns.

How? By investing in completely renovated double-deck trains and greatly increasing the capacity offered. An average of 30% additional seats will be available each day between France and Switzerland, and all of this at even more competitive prices. This quantum leap is unprecedented in the history of Franco-Swiss transport. Our commitment is also based on experience. We want to make the train even more attractive and convenient thanks to improved services on board, among other things by equipping the fleet with Wi-Fi. With *Lyria 2020*, we are demonstrating to travellers that sustainable alternatives exist in intermodal terms, which are also helping to develop them further.

This project has been considered generally, and is being introduced with our shareholders, SBB and SNCF. TGV Lyria has been set up with a simple mandate: to transport the greatest number of travellers between Switzerland and France while ensuring the maximum convenience. *Lyria 2020* fits naturally into these dynamics. I would like to thank all the teams and partners who have mobilised to achieve this project and those who are implementing it today.

The revolution in transport that is underway involves us all and affects us all. Investing and innovating while offering prices that suit all budgets are vital factors in accommodating all those who are making or will make the choice to switch to the train.

*We hope to welcome you on board very soon,  
Fabien Soulet.*

# Lyria 2020

“Make TGV Lyria the indispensable **mode of transport** for travelling between France and Switzerland.,,”



© Pierre Julien

Lyria 2020 continues with the transformation plan started by Lyria by taking a decisive step forward to improve services and comfort on board. This offer has a twofold objective: to absorb the 25% increase in traffic, which the Swiss Federal Institute of Technology (EPFL) in Lausanne predicts for travel between France and Switzerland in the next 5 to 10 years, while reducing the carbon footprint. With Lyria 2020, we are providing the appropriate means to face this challenge.

Since 15 December 2019, passengers benefit from the following new elements:

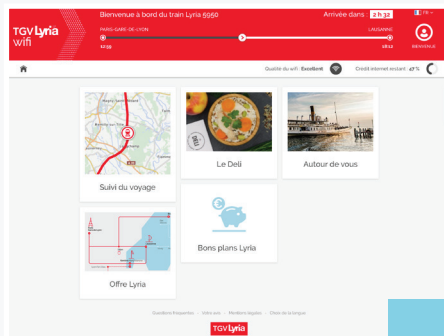
- » **A completely renewed and renovated fleet:** 15 double-deck trains, each with 507 seats, more comfortable, more modern, and equipped with Wi-Fi.
- » An increased transport capacity: **30% additional seats (i.e. around 4,500 seats)** on the entire network, to meet the increase in demand for more ecological and effective mobility.
- » **A simplified transport plan with fixed-interval timetables** (departure/arrival at the same minute past the hour), identical from Monday to Sunday, better distributed throughout the day, and more frequent.

|                    | Frequency<br><i>Comparison with current</i>   |                                       | Travel time<br>for a single<br>journey <sup>r</sup> | Synchronisation   |   |
|--------------------|---|---------------------------------------|---|---|---|
|                    |   |                                       |   | Hour  | Minute  |
| Paris ↔ Basel      | 6 daily return services<br><i>5 to 6 daily return services depending on the day and direction of travel</i>   |                                       | 3:04  | One train every 2 hours (except the first train in the morning, 9:20)   | Departure from Paris: minute 22<br>Departure from Basel: minute 34      |
| Paris ↔ Zurich     | 6 daily return services *<br><i>4 to 5 daily return services depending on the day and direction of travel</i> |                                       | 4:04  | One train every 2 hours (except the first train in the morning, 9:20)   | Departure from Paris: minute 22<br>Departure from Zurich : minute 34    |
| Paris ↔ Geneva     | 8 daily return services<br><i>5 to 8 daily return services depending on the day</i>                           |                                       | 3:11  | One train every 2 hours (from 6 a.m. to 8 p.m.)<br>Consistent service for the towns of Bellegarde and Bourg-en-Bresse | Departure from Paris: minute 18<br>Departure from Geneva: minute 29     |
| Marseille ↔ Geneva | 1 daily return service<br>from 4 July to 30 August 2020   |                                       | 3:25  |   | Departure from Marseille: minute 52<br>Departure from Geneva: minute 42 |
| Paris ↔ Lausanne   | 6 daily return services<br><i>5 to 8 daily return services depending on the day</i>                           | via Jura<br>3 daily return services   | 3:41  | A regular service for the cities/towns of Dijon, Dole, Frasne and Vallorbe  | Departure from Paris: minute 56<br>Departure from Lausanne: minute 23   |
|                    |   | via Geneva<br>3 daily return services | 3:57  | A regular service for the cities/town of Geneva, Bellegarde and Bourg-en-Bresse                                       | Departure from Paris: minute 18<br>Departure from Lausanne: minute 45   |

<sup>r</sup> During the week, 5 direct trains from Paris to Zurich and sometimes also a 6th service, with an SBB connection from Basel

# Lyria 2020

Thanks to this clearer, more efficient and more sustainable offer, and by improving the travel experience, TGV Lyria offers a tangible response to the demands of travellers between France and Switzerland and to the environmental challenges of the future.



## An Internet connection available to all

Connecting to the Internet via the reference number for SNCF and SBB journeys enables passengers to benefit from new services:

- » A TGV Lyria-dedicated Wi-Fi portal with adapted content in three languages (French, German and English)
- » Journey tracking in real time, with an interactive map and points of interest on the journey and at the destination station
- » Information about tracking and disruptions on the journey, and about any connections upon arrival
- » A series of articles presenting cities on the TGV Lyria network
- » The catering range offered in the bar coach

## BUSINESS 1<sup>ÈRE</sup> now on the Paris <> Lausanne line

Passengers on the Paris <> Lausanne line also benefit from the services, comfort and flexibility of BUSINESS 1<sup>ÈRE</sup> class travel. The three TGV Lyria travel classes, STANDARD, STANDARD 1<sup>ÈRE</sup> and BUSINESS 1<sup>ÈRE</sup> are therefore available to Lausanne, Vallorbe, Geneva, Zurich and Basel.

## An even stronger visual identity

In the face of a growing number of mobility stakeholders, TGV Lyria is reinforcing its brand territory and its French-Swiss DNA. The company has therefore developed its graphic identity in order to reaffirm itself as a service brand resolutely dedicated to its customers.

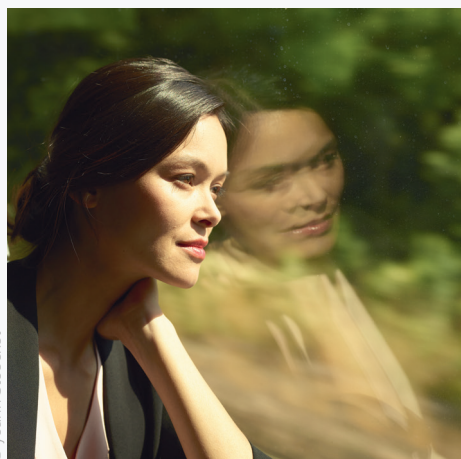
Glacier blue will complete the colour palette to reflect both the Swiss countryside and the blue on board STANDARD class with the arrival of the new fleet. The trio of institutional colours, poppy red, glacier blue and slate grey, conveys elegance while evoking associations with travel.

Finally, to add to the impact of its logo, TGV Lyria is adopting a brand banner that will endorse all its communication media.

# A response adapted to future challenges >>

The ongoing increase in the number of travellers in the years to come, and the impact of this on the climate, has long encouraged TGV Lyria to take appropriate measures to satisfy those who want to travel while reducing their carbon footprint.

*Lyria 2020* is one of the responses to this necessity. By offering a greater number of seats on board, more comfort and improved frequency, the Franco-Swiss company has put a great deal of effort into responding positively to the growing desire to travel by train, particularly for journeys of less than 1,000 kilometres, for both personal and professional reasons.



© Yoann Stoeckel

With *Lyria 2020*, TGV Lyria has therefore made a strategic choice to address an increase in traffic, while providing competitive prices, and facilitating the right of every traveller to free movement.

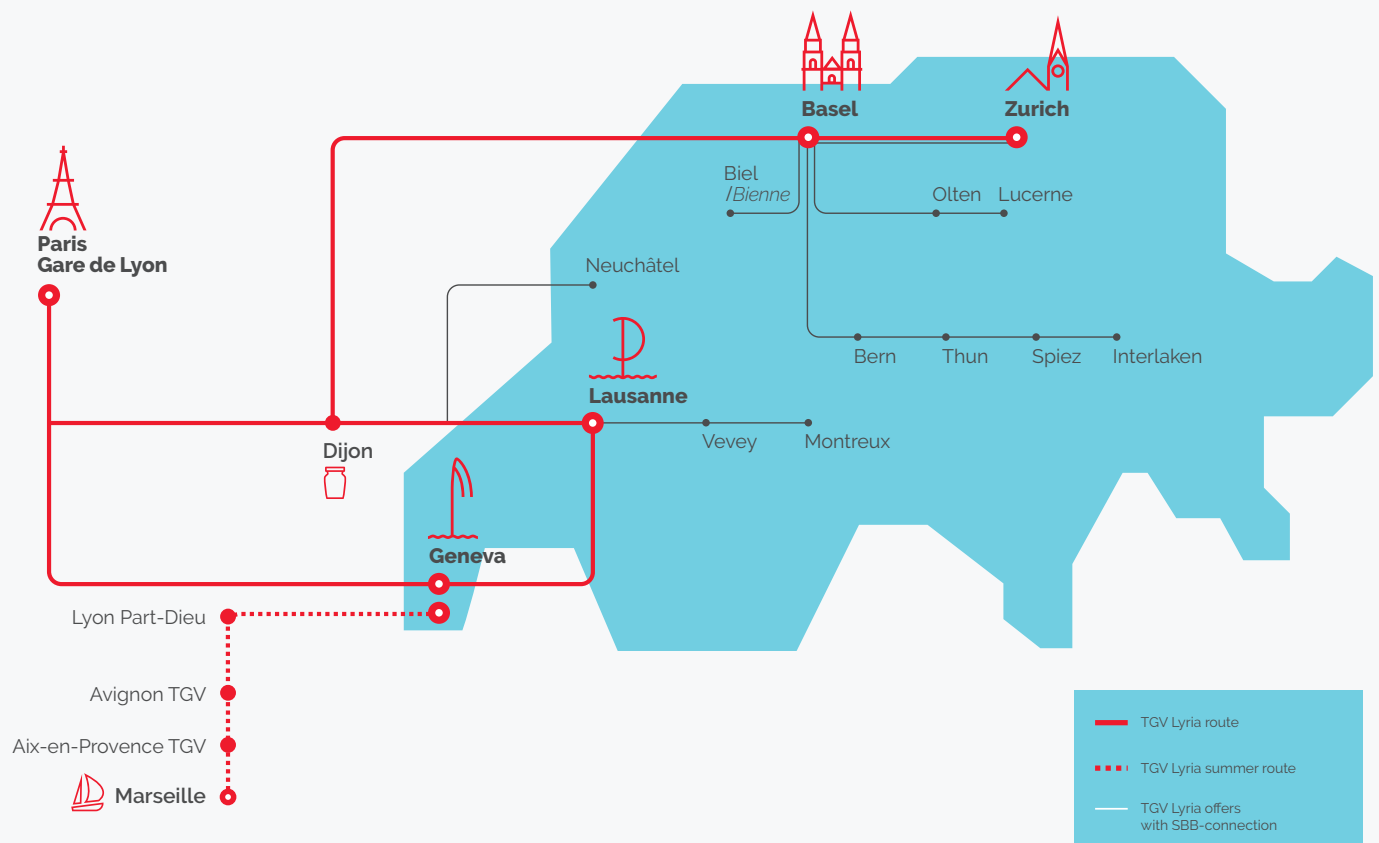
This determination fits into a more global way of thinking. Considering that a journey by train is made door to door, it is important to create the best means of reaching a station. Thus, in the Geneva region, 80% of the population is located less than 1.5 km from a station thanks to the Léman Express. Furthermore, SBB and SNCF have launched a series of environmentally responsible measures. Let us mention shared mobility, bike networks, and scooters or electric scooters for self-service that are in place in certain stations, such as Zurich, Basel and Bern. Or indeed there is also the "SNCF assistant", which enables you to organise your journey door-to-door by combining several modes of transport.

These developments mark a step towards train travel that is more environmentally friendly. TGV Lyria is a pioneer in this.

"In the face of the climatic emergency, it is up to us to initiate a transition that is fairer, and to invest in the appropriate means to make as great a contribution as possible. With the improvement of our offer, we want there to be no reason to travel between Switzerland and France by any means other than by train."

*Fabien Soulet, CEO from TGV Lyria*

# The TGV Lyria network since 15/12/2019 >>



## The fluidity of journeys from town centre to town centre

All year round, TGV Lyria connects the centres of Paris and Dijon to the main Swiss cities.

In the summer period, a daily service provides a high-speed link between Geneva and Lyon, Part-Dieu, Avignon TGV, Aix-en-Provence and Marseille.

|                    |      |   |
|--------------------|------|---|
| Paris > Basel      | 3:04 | 6 daily return services                   |
| Paris > Zurich     | 4:04 | 6 daily return services *                 |
| Paris > Geneva     | 3:11 | 8 daily return services                   |
| Marseille > Geneva | 3:25 | 1 daily return service<br>During summer** |
| Paris > Lausanne   |      | 6 daily return services                   |
| via Vallorbe       | 3:41 | 3 daily return services                   |
| via Geneva         | 3:57 | 3 daily return services                   |

Travel time for a single journey

\* During the week, 5 direct trains from Paris to Zurich and sometimes also a 6th service, with an SBB connection from Basel

\*\* From 4 July to 30 August 2020

# Lyria 2020

## Key figures >>



# 3:04

Best time for the Paris >  
Basel route  
and 3:11 for Paris > Geneva



Fixed-interval  
timetables for each  
route and identical  
seven days a week



# +30%

## more seats

available between Paris  
and Geneva, Lausanne,  
Basel and Zurich

# 15



## double-deck trains

renovated and laminated  
in the TGV Lyria colours

## more than 18 000 seats

available each day between  
France and Switzerland



# Fare offer »

## STANDARD

Travel without compromise at a highly competitive price

**STANDARD** is aimed at those looking for the best price. Prices start at €29 for a one-way ticket and vary depending the time of booking. This travel class offers tickets with different levels of flexibility to suit the passenger's exchange or refund needs: total, partial or without flexibility. A bar area completes the travel experience.

This travel class is available on all trains across the entire France <> Switzerland network.

Price range for a one-way ticket without flexibility:\*

- » From 29€ to 69€ on Paris > Geneva and Paris > Lausanne
- » From 29€ to 87€ on Paris > Basel
- » From 29€ to 89€ on Paris > Zurich
- » From 29€ to 48€ on Marseille > Geneva

*SNCF discount cards (Carte Enfant+, Carte Jeune, Carte Week-end, Carte Senior+) and SNCF travelcards are valid on journeys in **STANDARD** classes to provide frequent travellers with the best prices.*



© Yoann Stoeckel



\* Fares apply from 15/12/2019, conditional upon later modifications.

# Fare offer >>

## STANDARD 1<sup>ÈRE</sup>

A high level of comfort at the best price.

TGV Lyria is the only transport provider on the Franco-Swiss market to offer such a high comfort/price ratio. **STANDARD 1<sup>ÈRE</sup>** offers the comfort of a first-class seat with a seat width of 60 cm (compared to a maximum of 45 cm on an aircraft) and plenty of leg room for freedom of movement and relaxation.

Passengers are able to benefit from exchanges or refunds on tickets subject to conditions. Holders of a ticket in this class of services also have access to the bar coach as well as to the TGV INOUI Grand Voyageur lounge at the Gare de Lyon in Paris.\*



© Ivan Guilbet / LaPetiteGrosse



This travel class is available on all trains across the entire France <> Switzerland network

Price range for a one-way ticket with partial flexibility:\*\*

- » From 49€ to 175€ Paris > Geneva and Paris > Lausanne
- » From 53€ to 178€ on Paris > Basel
- » From 58€ to 208€ on Paris > Zurich
- » From 54€ to 120€ Marseille > Geneva

*SNCF discount cards (Carte Enfant+, Carte Jeune, Carte Week-end, Carte Senior+) and SNCF travelcards are valid on journeys in **STANDARD 1<sup>ÈRE</sup>** class to provide frequent travellers with the best prices.*

\* Access upon presentation of a TGV Lyria Paris/Dijon<>Switzerland **STANDARD 1<sup>ÈRE</sup>** ticket for travel on the same day excluding Group fares.

\*\* Fares apply from 15/12/2019, conditional upon later modifications.

# TGV Lyria fare offer >

## BUSINESS 1<sup>ÈRE</sup>

For a tailor-made, high-end journey!

Designed to meet the expectations of demanding passengers looking for a personalised, high-quality experience, **BUSINESS 1<sup>ÈRE</sup>** offers the comfort of a first-class seat in a dedicated quiet coach – perfect for relaxing or working in peace.

It is priced by destination, according to a single fixed fare, whatever the travel and reservation dates. Exchanges and refunds are free and unlimited. Passengers also benefit from a high level of flexibility with the freedom to take any train on the set day to the same destination. However passengers are still encouraged to exchange their ticket to guarantee a reserved seat and the meal service.

The range of services includes:

- » A personalised reception with a welcome drink and refreshing towelette
- » A range of hot dishes with service at your seat
- » A signature menu created by starred chef Michel Roth
- » As much as you wish to drink
- » Magazines and international press
- » Access to the TGV INOUI Grand Voyageur lounge at the Gare de Lyon in Paris. \*

**BUSINESS 1<sup>ÈRE</sup>** is available everyday except Saturdays

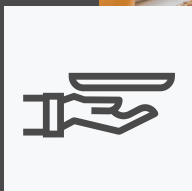
- » 195€ on Paris > Geneva
- » 195€ on Paris > Lausanne **NEW**
- » 199€ on Paris > Basel
- » 226€ on Paris > Zurich

Price valid for a single fare, subject to changes in the exchange rate.  
Fares apply from 15/12/2019, conditional upon later modifications.

**BUSINESS 1<sup>ÈRE</sup>** is also available on the Dijon <> Basel/ Zurich  
and Dijon <> Vallorbe/ Lausanne



© Ivan Guitbet / LaPetiteGrosse



\* Access upon presentation of a TGV Lyria Paris./Dijon<>Switzerland **BUSINESS 1<sup>ÈRE</sup>** ticket for travel on the same day excluding Group fares.

# Attractive prices for everyone »

## A tailor-made range for business passengers in search of flexibility

Whatever your company's travel policy, TGV Lyria offers personalised discounts on journeys in BUSINESS 1<sup>ÈRE</sup> or STANDARD. The discount is applied based on a flexible fare that can be exchanged or refunded without charge. To benefit from this offer in STANDARD class, the company must spend at least 5 000€ per year on TGV Lyria international travel. TGV Lyria is thereby responding to the requirements of all categories of business travellers.

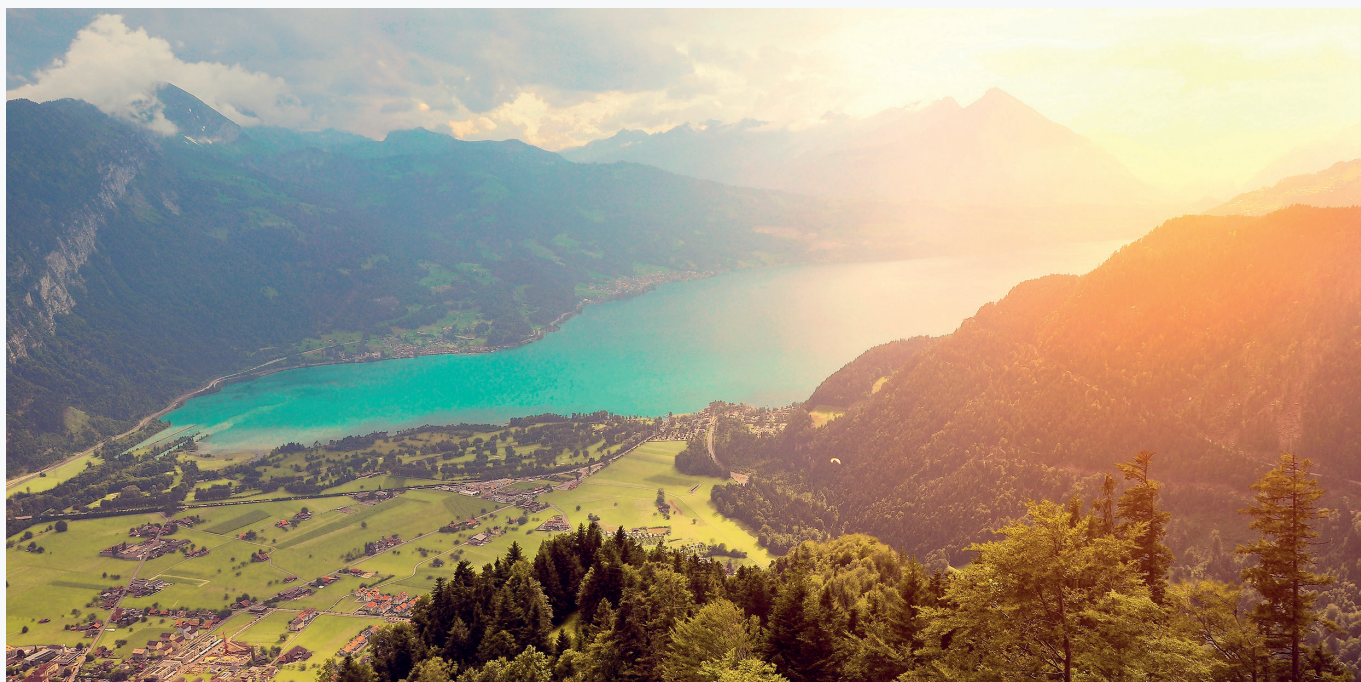
## To simplify journeys across Switzerland

TGV Lyria has launched combined offers: train tickets that enable passengers to travel on the TGV Lyria network and make simple connections onto the SBB Swiss network. This all-in-one service connects ten Swiss destinations while ensuring peace of mind: the customer makes a single transaction and receives two separate tickets (a TGV Lyria ticket and a SBB ticket).

Ces offres sont valables à destination de Vevey et Montreux via Lausanne ; à destination de Lucerne, Bienne, Interlaken, Berne, Zurich, Olten, Thoun et Spiez via Bâle.

For the TGV Lyria network leg, prices in the normal fare range apply. For the SBB network leg, the reservation gives a discount on the normal ticket price:

- » Adult: 40% discount on full ticket price
- » Child: 50% discount on reduced ticket price
- » ½ price: 50% discount on reduced ticket price
- » Groups of up to 24 people accepted.



*Oberland bernois*



# Catering is central to the TGV Lyria services offer >

By placing the emphasis on the travel experience, TGV Lyria makes the quality of its welcome to clients a priority, which translates into a delicious catering offer on board that honours French and Swiss cuisine.



© bbouillot

**Michel Roth**  
Starred chef

## Michel Roth, a star to awaken your senses

TGV Lyria works in partnership with Michel Roth, a starred French chef at the top of his game (recipient of the "Bocuse d'Or," and "Meilleur Ouvrier de France," awards). He has been the head of the Bayview restaurant at the Hôtel President Wilson in Geneva for the last 8 years. Honoured with the "Romand de l'année" (Person of the year in French-speaking Switzerland) in 2016 by Gault&Millau, he has chosen to settle in Geneva. He represents the perfect embodiment of the dual Franco-Swiss identity of TGV Lyria.

By favouring nearby suppliers and the best French and Swiss products originating from local and regional agriculture, TGV Lyria and chef Michel Roth are committed to a catering range that is sustainable, seasonal, lavish and environmentally friendly.

To perfect the catering service, TGV Lyria and the chef Michel Roth have consulted a sommelier in developing a list of high-quality wines from the best growing regions in France and Switzerland.

## A convivial bar coach

To meet the requirements of all travellers, TGV Lyria offers a bar coach with a welcoming and trendy atmosphere. The aim is for this area to be a true meeting place where passengers can try both hot and cold seasonal and gourmet dishes.

## Two signature gourmet recipes available in the bar coach

For passengers in STANDARD and STANDARD 1<sup>ÈRE</sup>, Michael Roth offers two sumptuous signature dishes to delight your palate on the "LE DELI," menu in the bar coach.

## A starred meal in BUSINESS 1<sup>ÈRE</sup>

With "La Table," an on-board service concept offered exclusively in BUSINESS 1<sup>ÈRE</sup>, Michael Roth subscribes to the tenets of classic catering with regional and seasonal dishes and local produce.

# Key dates marking a 35-year history >>

- 2019** 15/12 :
  - Complete revamping of the Lyria range: new fleet, fixed-interval timetables, Wi-Fi on board, and greater frequency
  - Extension of the BUSINESS 1<sup>ÈRE</sup> between Paris and Lausanne
- 2017**
  - 10/12 : Implementation of the new service offer
  - 20/06 : Launch of combined TGV Lyria + SBB connection offers (Vevey, Montreux, Lucerne, Bienne, Interlaken, Berne, Zurich, Olten, Thoune AND Spiez)
- 2016**
  - Inauguration of a train in Stan Wawrinka's colours
  - Paris-Geneva Challenge, first event with Stan Wawrinka, TGV Lyria's ambassador
- 2013**
  - Introduction of three daily links to Pontarlier and Neuchâtel via Frasné, by direct connection with the Paris <> Lausanne route
- 2012**
  - The 1st Lyria train receives its brand livery
- 2011**
  - The SNCF/SBB cooperation agreement is renewed for 12 years, operated under the TGV Lyria offer
  - Opening of the Rhine-Rhone line, taken by TGV Lyria on the Paris-Gare de Lyon <> Basel/Zurich route (instead of the TGV East line)  
Best journey time : Paris <> Basel 3:03 et Paris <> Zurich 4:03
- 2010**
  - Opening of the Paris <> Geneva line *via* Haut Bugey
- 2007**
  - Opening of the TGV East line from Paris Est <> Basel/Zurich
- 2002**
  - Creation of Lyria SAS (simplified joint-stock company)
- 1997**
  - Inauguration of the Franco-Swiss line under the name "Ligne de Coeur" (heart line)
  - The Paris <> Neuchâtel/Bern line is extended to Zurich.
- 1993**
  - SNCF/SBB cooperation agreement on Paris <> Lausanne, Bern and Neuchâtel TGV relations
  - Creation of a Groupement d'Intérêt Economique (GIE – Economic Interest Group) responsible for the commercial management of these relations
- 1987**
  - The Paris <> Bern / Neuchâtel TGV line opens as a branch of the Paris <> Lausanne line
- 1984**
  - Inauguration of the Paris <> Lausanne TGV line by the Swiss and French authorities (introduction of triple-voltage trains)

# Company management >



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**Fabien Soulet**  
CEO of TGV Lyria

Fabien Soulet is CEO of TGV Lyria since January 2019. He is also a member of the board of directors of Railteam, an alliance of the main high-speed rail operators in Europe.

Thanks to more than 20 years' experience as a project manager and director within the rail industry in Switzerland and France, Fabien Soulet aims to successfully carry out the transformation and development strategy that was recently initiated. In the context of the liberalisation of the transport market, his savoir-faire and his wide knowledge of the market are assets that definitively anchor TGV Lyria as the leader for travel between Switzerland and France.

Mr Soulet began his career in 1998 as marketing project manager at Rail Europe (a subsidiary of SNCF) in Berne. This experience enabled him to develop his knowledge of the Swiss market.

Following this, in 2000, he actively contributed to the launch of voyages-sncf.com.

From 2000 to 2014, he was responsible for distribution in France and across the world on digital channels and via travel agencies.

Mr Soulet was Director of the Business, Companies and Travel Agencies Market at SNCF from 2015 to 2018. In this capacity, he piloted national company sales with travel agencies, commercial relationships with the major business accounts, and marketing of SMEs.

Fabien Soulet is a graduate of the EDHEC Business School in Lille and in political science at the London School of Economics and Political Science.

A French national, aged 44 years, Fabien Soulet speaks fluent English and has a good knowledge of German.

# Information and contacts >

## Points of sale in France and Switzerland

- On [tgv-lyria.com](https://www.tgv-lyria.com), header « Book »

### In France :

- at SNCF stations and boutiques
- at SNCF-approved travel agents
- via the hotline 3635 (€0.40/min)  
(every day, 7 a.m. to 10 p.m., local call rate charged)
- on [www.OUI.sncf](https://www.OUI.sncf)

### In Switzerland :

- At SBB stations
- via Rail Service 0848 44 66 88  
(CHF 0.08/min from a Swiss landline, open 24 hours)
- via Ligne Directe +33 1 84 94 3635  
(international call rate charged, excluding any surcharge from your provider)
- on [sbb.ch/ticketshop](https://sbb.ch/ticketshop)
- on [www.OUI.sncf](https://www.OUI.sncf)

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