

COMMERCIALS AND PUBLICITY SERVICES PORTOFOLIO S.N.T.F.C. „CFR Călători” S.A.

ABOUT CFR CĂLĂTORI

CFR Călători is the national passenger railway undertaking, with a 25-year experience on the Romanian market. With over **1,100** daily operated trains, CFR Călători transports over **111,000** passengers each day across Romania and more. Through the services it offers, CFR Călători provides free circulation for all people, making available to the public a wide variety of services.

Thus, your commercial can be present in the whole country, by means of CFR Călători trains.



Over
111,000
passengers/day

Over
1,100
trains/day

CHOOSE THE TYPE OF TRAIN WHICH SUITS YOUR CAMPAIGN

01

InterCity

The composition of the IC trains is provided by a number of over 30 passenger coaches (first and second class).

All coaches are refurbished and equipped according to current standards.

Increased comfort is provided on board IC trains, as well as access to the internet via wi-fi and public catering services.

02

InterRegio

The InterRegio trains provide long distance transport services on all mainlines, with an even distribution across the entire national network. The InterRegio trains have first and/or second class coaches in their composition, as well as berth and/or sleeping coaches, depending on the length of the route and the timetable. Catering services are also provided on board IR trains if needed.

03

Regio/RegioExpress

The Regio trains offer medium and short distance transport services, providing connection between rural settlements and cities. These cover the entire national network, circulating both on the main and secondary lines, interoperable or non-interoperable. The composition of the Regio trains is provided by DMUs or trains with day coaches, with or without compartments, single level or bi-level.

YOUR COMMERCIAL HERE



*Exterior decals

for a locomotive, a coach/ DMU, without covering the CFR Călători markings.



*Interior decals

for the available spaces inside a coach or DMU, for displaying publicity messages.



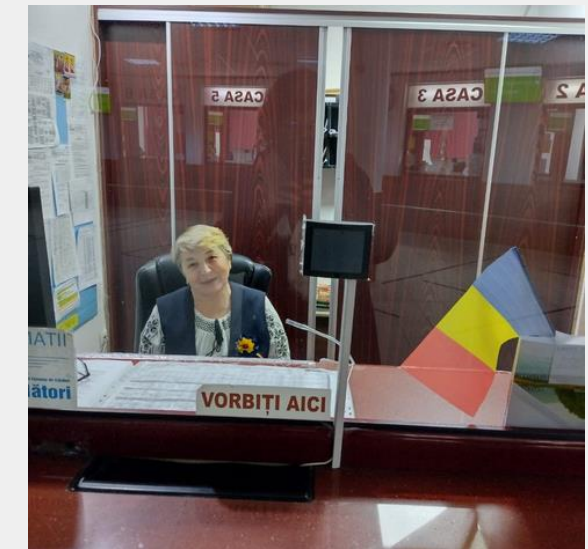
Broadcasting commercials

on the displays of the CFR Călători ticket vending machines or on the displays on board trains.



Decals

on the ticket vending machines from CFR stations.



Distribution

of published materials & sampling on board trains or at the ticket offices

EXTERIOR DECALS



INTERIOR DECALS



Vagon salon cu BAR



Vagon salon clasa a II-a, seria 2176

vagon tip 2176 - varianta GRIVIA



Make your brand and products known!



Commercial broadcasting on the displays of the CFR Călători ticket vending machines or on the displays on board trains

Broadcasting of video materials on the screens.

Benefits:

- Your message reaches the targeted public simple and fast, the video content having much visibility;
- The possibility of approaching a different communication, specific to your target.

Particularities:

- Commercial length: maximum 30 seconds;
- The video commercials are broadcasted without sound;
- The service can be provided on board coaches fitted with screens, on some routes.

Distribution of published materials & sampling on board trains or at the ticket offices

Distribution of published materials and sampling.

On board the trains – with the client's promoters:

- Newspapers, magazines
- Brochures, fliers
- Sealed samples etc

At the ticket offices from CFR stations and/or CFR Călători travel agencies – with CFR Călători staff:

- Newspapers, magazines
- Brochures, fliers
- Sealed samples etc
- Envelopes – for train tickets – customized with the client's graphics and co-branding

VIDEO/PHOTO SESSIONS, VISITING RAILWAY FACILITIES

With the approval of SNTFC „CFR Călători” SA, under certain conditions and with the application of the in-force tariffs, visiting of its’ main facilities can be organized, as well photo and video sessions, on board / from a:

Coach / DMU

rented or parked in a coach yard or depo

Specially ordered coach

from the composition of a circulating train

Existent coach

from the composition of a circulating train

Vintage rolling stock

parked in one of CFR Călători’s main facilities



INFORMATION REGARDING COOPERATION WITH CFR Călători

CFR Călători is open to cooperation proposals and, through its' marketing team, analyzes and finds the best option to promote your company:

- First step – **sending a detailed request** regarding the desired service, period, route etc., at the marketing.calatori@cfrcalatori.ro e-mail address;
- Granting of free consultancy from CFR Călători in order to find an optimal solution, meeting the customer's needs and desires;
- Depending on the service type:
 - A service provision contract shall be concluded;
 - The request shall be honored on the basis of a firm order.

Through their content, the publicity materials shall by no means make political or religious propaganda, shall not include obscene, indecent and/or violence-instigating messages, as well as commercials for arms, munitions, drugs, alcoholic beverages and tobacco products, shall not contravene CFR Călători's interests and shall not bring unfair competition to railway specific activities.

PRODUCT RELEASE / PROMOTION ON BOARD TRAINS AND SPECIAL EVENTS

01

Corporate

- teambuildings
- events
- press conferences

02

Special events

- Theatre plays
- Jam sessions
- Stand up comedy
- 1st of June, Santa Claus, 8th of March, New Year's Eve, anniversaries
- Themed transport for festivals and ecumenical / religious tourism
- Sports events
- Video (publicity spots/ movies) or photoshoots

03

Releases & Exhibitions

- Vintage and traditional products
- Clothes/ jewels/ paintings/ pictures
- Books
- Workshops for adults and children
- Product release / promotion
- Product sampling

WHY RENT A TRAIN/COACH FOR YOUR EVENT?



Because:

- The rented train shall circulate on the route and with a timetable according to your request/ the rented coach shall circulate in the composition of a circulating train;
- You may customize the rented train / coach (decals / outside + inside, including fitting of customized covers for the seats' headrests);
- You may choose a 1st / 2nd class coach, sleeper / berth coach, bar-bistro coach;
- You can benefit from dedicated catering services (the possibility of serving snacks / coffee / refreshments etc.) on board a coach with a dedicated area, including the sampling of own products for their promotion.

INFORMATION ON CHARTER TRAIN/COACH

Charter train

The rented charter train ensures the success of the trip you organized, offering flexibility and special comfort conditions.

Advantages of the charter train:

- You may choose the desired route and timetable;
- You benefit from the desired type of comfort, according to your choice (1st or 2nd class coaches, sleeper and/or berth coaches, bar-bistro coaches etc);
- You benefit from catering services on board the train, during the trip, when renting a bar-bistro coach or a 1st or 2nd class coach fitted with a bar (central or in one end);
- The possibility of customizing the charter train for your event (the coaches can have decals on the exterior and interior, including the fitting of customized covers for the seats' headrests);
- The possibility to organize corporate events, releases, exhibitions and special events on board the charter train.

Charter coach

The rented charter coach is attached to the composition of a train from the usual circulation timetable.

Advantages of the charter coach:

- You benefit from the desired type of comfort, according to your choice (1st or 2nd class coaches, sleeper and/or berth coaches, bar-bistro coaches etc);
- You benefit from catering services during the trip, when renting a bar-bistro coach or a 1st or 2nd class coach fitted with a bar (central or in one end);
- The possibility of customizing the rented coach for your event (the coaches can have decals on the exterior and interior, including the fitting of customized covers for the seats' headrests);
- The possibility to organize corporate events, releases, exhibitions and special events.



INFORMATION REGARDING COOPERATION FOR A CHARTER TRAIN/COACH

CFR Călători is open to cooperation proposals and, through its' marketing team, analyzes and finds the best option to promote your company:

- First step – filling a „**transport request form**”, which you may find at <https://www.cfrcalatori.ro/tren-charter>, in which you have to mention the specific data/information.
- After filling the data in the form, you shall receive an e-mail for confirming the transport request. Subsequently, the discussions shall take place via e-mail or at the 021/310 80 73 phone number.
- Based on the information you specify by filling the form, our experts shall give you consultancy, as well as the optimum solution for the transport request.
- Subsequently, a contract/partnership shall be concluded, with the firm establishment of the contractual clauses.





WE ARE WAITING FOR YOU!

WWW.FCA.TOR.RO