



**InnoTrans 2018**  
18-21 SEPTEMBER  
BERLIN



**INNOVATIONS  
AND TRENDS**



## Customer experience for regional transportation of the future



Entrance and multipurpose area



Lounge area

At InnoTrans 2018, international trade visitors will have the special opportunity to experience a worldwide unique customer experience for regional transportation of the future: the train of ideas. DB Regio is exclusively presenting in cooperation with Bayerische Eisenbahngesellschaft the walk-in 1:1 model of the double-deck car on Berlin ExpoCenter City. 22 visionary interior landscapes, which were developed and tested jointly with passengers and numerous partners, can be experienced live at the trade fair. The topics covered range from work through sport and relaxing, from gaming and shopping through to the kids' playground. Everything with the aim of structuring local transportation of the future and taking into account all areas of life, so that customers can no longer imagine a world without the train.

**DB Regio Ideenzug**  
**Germany - Frankfurt am Main**  
**South Entrance**

Contact: Hartmut Sommer

Phone: +49 30 29762109

[hartmut.sommer@deutschebahn.com](mailto:hartmut.sommer@deutschebahn.com)

[www.deutschebahn.com/ideenzug](http://www.deutschebahn.com/ideenzug)

Subject to further change