

PRESS RELEASE

Brussels, 30th April 2019



Rail market liberalisation in Norway - Re-branding ensures a level playing field for new entrants

In October 2018, our association ALLRAIL issued a press release welcoming the separation of the in-house sales division of Norwegian State Railways (“NSB”) from the rail operator and its consequent re-branding¹.

Back then, the in-house sales division received a new, neutral brand: “Entur”. The Norwegian government did this ensure that railway “sales channels and ticket machines do not give preferential treatment to one specific operator”².

This month – in April 2019 - the Norwegian incumbent rail operator NSB has followed, re-branding itself into “Vy”. This new name “translates from Norwegian as ‘vision’, reflecting the company’s forward-looking, person-focussed outlook”³, especially with regard to the future multi-modal setting for public transport.

Norway takes part in the EU single market. It is now in the process of liberalising its railways, and it is **only fair that new entrant operators experience a level playing field, without the incumbent rail operator continuing to benefit from an inherited brand advantage**.

Therefore, ALLRAIL’s rail operators welcome the latest re-branding. Passenger rail is often accused of being too slow to change, but here you can see an excellent example of a state-owned incumbent showing the ability to adapt to the future.

Nick Brooks, Secretary General of ALLRAIL, says: “when it comes to rail market liberalisation, other countries should look to Norway for inspiration. **To those who are sceptical about re-branding, NSB has demonstrated that it can be done.**”

Contact: Nick Brooks, Alliance of Rail New Entrants, ALLRAIL asbl, info@allrail.eu, Twitter @ALLRAIL_EU; Tel: +32 485 832 991, Rue Washington 40, 1050 Brussels, Belgium

¹ <http://allrail.eu/wp-content/uploads/2019/01/PRESS-RELEASE-Norway-rail-ticket-reform-role-model-for-EU-rail-passenger-rights.pdf>

² <https://www.dn.no/samferdsel/slutt-med-billettsalg-fra-nsb-pa-stasjonene/2-1-440945>

³ <https://www.wallpaper.com/lifestyle/snhetta-visual-identity-norwegian-state-railways>