



# PRESS KIT

July 2023



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# EDITORIAL

## TGV Lyria – the clear choice for travel between France and Switzerland

◀◀ Our travel habits have been disrupted over the last few years. We're currently experiencing recovery, with train travel on the increase and passengers returning.

In 2022, TGV Lyria carried as many passengers as it did in 2019 – around 5 million – despite the first four months being affected by travel restrictions imposed by the COVID-19 crisis. Passengers are now keen to choose a transport option that is more environmentally friendly and that also reduces their carbon footprint.

The last eight years have been the world's hottest on record according to the 2023 report by the Copernicus European Climate Change Programme. Faced with these damning statistics, passengers are changing their attitude to travel and aiming for a lower-carbon lifestyle, particularly within the younger generation.

This societal shift has made train travel the clear choice over all other modes of transport. As we know, travelling between France and Switzerland by train generates up to 30 times less CO<sub>2</sub> <sup>(1)</sup> than flying, with individual passenger emissions at only 5 kg of CO<sub>2</sub> per journey.

This reality is our responsibility. We must embrace our role as a leading sustainable transport provider between France and Switzerland, with a triple promise of performance, quality service and a bi-cultural approach.

(1) Cf. INFRAS study for TGV Lyria published in 2021.





## **ERIC DEHLINGER**

**CEO of TGV Lyria  
since September 2022**

Before occupying this post, he was Director of Operations for TGV Atlantique and TGV Director at Gare Montparnasse. Eric Dehlinger was instrumental in planning the launch of two new high-speed lines to Bordeaux and Rennes. Throughout his career in train transport, Eric Dehlinger has held a number of posts within freight train operations, passenger train operations and service leadership.



# EDITORIAL

We have been continuing to develop our offering since 2019.

**2020** was the year we fully upgraded our fleet, with our renovated trains increasing capacity by 30% per journey and providing improved on-board comfort, including Wi-Fi.

**2021** was when we started providing more sustainable catering services, adopting short supply chains, eliminating plastic, improving waste management and reducing food waste.

**2022** was when we put together our CSR charter, including strong commitments to our customers, our employees and the environment.

In recognition of our efforts, we have been awarded AFNOR Certification's Engagé RSE label and the Responsibility Europe accreditation, devised by the AFNOR Group (France), Ecoparc (Switzerland) and INDR (Luxembourg).

**Rail travel's competitive advantage in terms of carbon emissions is not about income, it's our promise to always do better, which is why we're continuing to take action in 2023 to make TGV Lyria the clear choice for travel between France and Switzerland.**

We look forward to seeing you on board our trains. >>

**Eric Dehlinger, CEO**





# A RESPONSE TO TODAY'S SOCIAL CHALLENGES



## A CSR approach recognised by the most demanding bodies in Europe

In recognition of its commitments to sustainable mobility and CSR, TGV Lyria has obtained two certifications: Engagé RSE and Responsibility Europe, awarded by AFNOR Certification, a French organisation operating alongside the International Organisation and European Committee for Standardisation.

- » The **Engagé RSE label** is awarded in recognition of a strong commitment to contributing to the United Nations Sustainable Development Goals, in line with the **ISO 26000** international standard. The label means that TGV Lyria will become part of a network of almost 200 organisations that are Engagé RSE certified.
- » The **Responsibility Europe** network was conceived by the AFNOR Group (France), INDR (Luxembourg) and Ecoparc (Switzerland) to bring together the most demanding yet pragmatic leading players in CSR. This international recognition will go towards strengthening TGV Lyria's position as a committed rail provider in Switzerland.



# A RESPONSE TO TODAY'S SOCIAL CHALLENGES



## The train is the energy efficiency champion for travel between France and Switzerland

Thanks to its low-carbon strategy based on clean and renewable energy sources, and its increased capacity thanks to the fleet being upgraded at the end of 2019, TGV Lyria offers passengers optimal travel times combined with the lowest overall carbon footprint.

### A journey on TGV Lyria emits 30 times less CO<sub>2</sub> than air travel.

This finding was highlighted by the independent Swiss firm INFRAS – a specialist in sustainable development – in their report published in 2021.

When factoring in the CO<sub>2</sub> emissions from the journey itself, as well as the pre- and post-journey carbon footprint (production of coaches and rail infrastructure, etc.), **travelling on a TGV Lyria service between France and Switzerland generates up to 30 times lower emissions than air travel and eight times lower than travel by electric car.** This level of performance was partly achieved by our new double-decker coaches coming into service at the end of 2019, increasing passenger capacity.

## LIFE CYCLE

In kg equivalent to the emission of CO<sub>2</sub> per passenger per journey.

JOURNEY	TGV Lyria	Air	Coach	Regular car	Electric car
Geneva > Paris	3.5	98	19	93	42
Lausanne > Paris	3.3	98	19	93	42
Basel > Paris	3.7	96	21	91	41
Zurich > Paris	4.3	112	24	103	46
Geneva > Marseille	3.3	79	17	78	35

## Reducing CO<sub>2</sub> emissions with other eco-friendly actions

- » **LED lighting** on board.
- » **Eco-driving** based on track elevations within the French network.
- » Catering service using products with **short supply chains**.
- » **Zero plastic** policy covering single-use containers and review underway of other plastic containers still in use.
- » **Eliminating food waste** by partnering with organisations such as *Les Restos du Cœur*, *Fondalim*, *Too Good to Go...* and **redistributing unsold food** to seven local associations, including *Le Secours Populaire Français* and *Les Apprentis d'Auteuil* in association with French start-up *Phénix*.

### GERT FÄSSLER

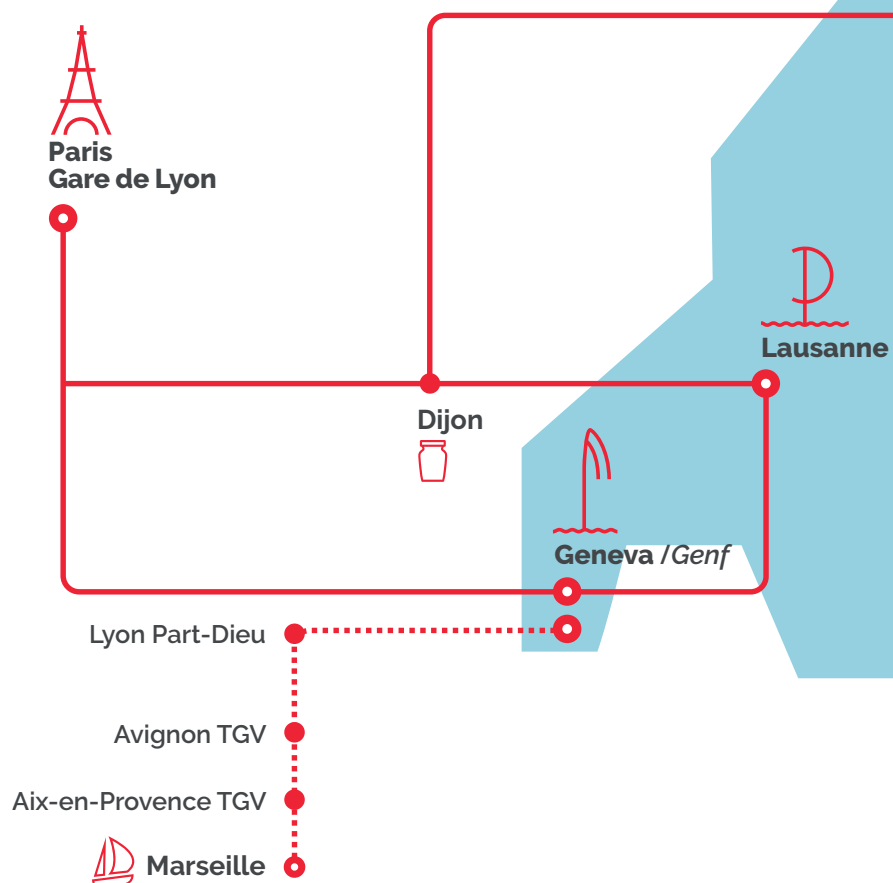
Sales Director at TGV Lyria

« At a time when there is increased demand for sustainable travel, we are appealing to business and leisure travellers to choose TGV Lyria services. They are guaranteed a productive, eco-friendly and comfortable trip. On TGV Lyria, you can work or relax in a more environmentally responsible way. »



© Dam Einden

# THE TGV LYRIA NETWORK



## Seamless journeys from city centre to city centre

All year round, TGV Lyria connects Paris and Dijon to Switzerland's largest cities. In the summer period, a daily service provides a high-speed link from Marseille, Aix-en-Provence, Avignon TGV and Lyon Part-Dieu to Geneva.



Basel/Bâle



Zürich/Zurich

— TGV Lyria regular services

⋯ TGV Lyria summer services

	FREQUENCY		Journey time per trip	INTERVALS
<b>Paris &lt;&gt; Basel</b>	6 daily return services		<b>3 hrs 4 mins</b>	One train every 2 hours
<b>Paris &lt;&gt; Zurich</b>	6 daily return services		<b>4 hrs 4 mins</b>	One train every 2 hours
<b>Paris &lt;&gt; Geneva</b>	8 daily return services		<b>3 hrs 11 mins</b>	One train every 2 hours (from 6 am to 8 pm) All services call at Bellegarde and Bourg-en-Bresse
<b>Marseille &lt;&gt; Geneva</b>	1 daily return service <i>From 1 July to 27 August 2023</i>		<b>3 hrs 25 mins</b>	
<b>Paris &lt;&gt; Lausanne</b>	6 daily return services	<i>via Jura</i> 3 daily return services	<b>3 hrs 41 mins</b>	All services call at Dijon, Dole, Frasnè and Vallorbe
		<i>via Genève</i> 3 daily return services	<b>3 hrs 57 mins</b>	All services call at Geneva, Bellegarde et Bourg-en-Bresse



# SERVICES FOR ALL

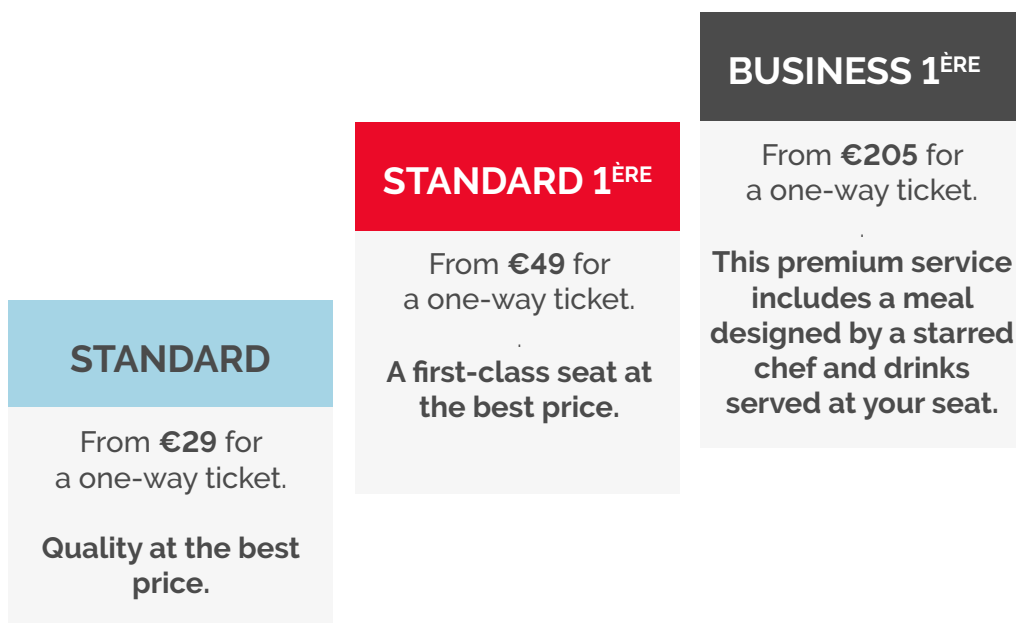


## One offer, 3 levels of service

At the end of 2019, our train fleet was completely upgraded, with renovated coaches and a simplified transport plan.

The catering service was redesigned to be more environmentally responsible. Free Wi-Fi access is now more seamless throughout the journey.

TGV Lyria has taken decisive steps in improving services and comfort on board and has created a core offering with three levels to cater for all types of travellers.



# SERVICES FOR ALL

## STANDARD

### The best value for money

STANDARD is aimed at those looking for value for money. This travel class offers tickets with different levels of exchange or refund flexibility to suit the passenger's needs. It's available on all trains across the entire France <-> Switzerland network.

SNCF discount and travel cards and SBB half-fare and general travelcards are valid on journeys in STANDARD class to guarantee the best price for frequent travellers.

One-way tickets from €29.







© Dam Einden

**STANDARD 1<sup>ÈRE</sup>**



## Increased comfort

Available on all France <> Switzerland routes, STANDARD 1<sup>ÈRE</sup> offers the comfort of a first-class seat with a width of 60 cm (compared to a maximum of 45 cm on an aircraft) and plenty of room to stretch your legs and relax.

Passengers can enjoy partial flexibility with tickets that are refundable and exchangeable subject to conditions. Holders of a ticket in this travel class also have access to the SNCF Grand Voyageur lounge at the Gare de Lyon in Paris.

**One-way tickets from €49.**



# SERVICES FOR ALL



## BUSINESS 1<sup>ÈRE</sup>

### A unique, high-end experience

Designed to meet the expectations of discerning passengers looking for a premium experience, BUSINESS 1<sup>ÈRE</sup> offers the comfort of a wide seat in a dedicated quiet coach – perfect for relaxing or working in peace.

This service also includes:

- » A personal greeting from our Franco-Swiss crew with a welcome drink and refreshing towelette.
- » On-board meal designed by starred chef Michel Roth and served at your seat.
- » Drinks on request.
- » Access to the SNCF Grand Voyageur lounge at the Gare de Lyon in Paris.

BUSINESS 1<sup>ÈRE</sup> class is available on Paris <> Geneva, Paris/Dijon <> Lausanne and Paris/Dijon <> Basel/Zurich services, valid weekdays and Sunday lunchtime and evening.

Exchanges and refunds are free and unlimited, offering passengers full flexibility with the freedom to take any train on the day to the same destination.

**One-way tickets from €205.**

# SERVICES FOR BUSINESS



TGV Lyria helps companies to manage business travel for their employees, lowering their carbon footprint and offering flexible, personalised fares. TGV Lyria also gives business travellers the chance to optimise their journey time and be more productive.

## The CORPORATE Offer

This offer gives small and medium-sized businesses access to flexible tickets at competitive prices in STANDARD class.

- » **15% discount** on the STANDARD fare with full flexibility for changes.
- » Bookable via the SNCF and SBB distribution channels.
- » **Exchange and cancellation** free of charge up to two hours after the train's departure.
- » Applies to all journeys between France and Switzerland in both directions and on the following routes:
  - Paris <> Geneva, Lausanne, Basel, Zurich
  - Dijon <> Lausanne, Basel and Zurich.



### DID YOU KNOW?

Travelling by train is the quickest way for passengers to get from city centre to city centre, with the time allocated to boarding formalities being reduced to the bare minimum.





# SERVICES FOR BUSINESS



## The corporate 'GRAND COMPTE' offre

The corporate offer 'Grand Compte' is aimed at businesses with an annual budget for travel between France and Switzerland of over €50,000. It offers exclusive discounts on journeys in BUSINESS 1<sup>ERE</sup> as well as personalised support.

- » Applies to all journeys between France and Switzerland in both directions and on the following routes:
  - Paris <> Geneva, Lausanne, Basel, Zurich
  - Dijon <> Lausanne, Basel and Zurich.
- » Personalised support with a **single point of contact**, advice on optimising costs and reporting upon request.
- » **Annual report** to help with business management (expenses, after-sales service, planning, carbon footprint related to CSR policy).

## During a journey on TGV Lyria, you can work for 83% of the travel time

In 2020, an INFRAS study showed that passengers travelling by train on business were able to work on a computer that could be plugged in and connected to the internet – and in complete comfort, whatever class of travel they selected – for 83% of their journey time, as opposed to 35% for those travelling by air.

With the growth in remote working, it is more essential than ever for business travellers to be able to remain connected so they can meet their clients' needs or just retain control of their working hours.

# A SIGNATURE MENU CREATED BY STARRED CHEF MICHEL ROTH



TV Lyria works in partnership with Michel Roth, a French starred chef (recipient of the 'Bocuse d'Or' and 'Meilleur Ouvrier de France' awards). He has helmed the Bayview restaurant at the Hôtel President Wilson in Geneva for over eight years. Genevan by adoption, in 2016 he was named Romand de l'annee (Francophone Swiss of the Year) by Gault & Millau and is the perfect embodiment of TGV Lyria's Franco-Swiss identity.

## Interview with Michel Roth

**What's your process for creating the on-board catering menus?**

*First and foremost, you need to select seasonal ingredients and, of course, combine them with carefully chosen flavours and tastes.*

**What's been your favourite recipe since you started working together in 2019?**

*Thankfully, I have lots of favourite recipes! One that comes to mind is the twice-cooked pike and scallop dish with braised leeks and fennel.*

**What's the biggest challenge when creating recipes for on-board service?**

*The main difficulty is getting all the flavours exactly right and making sure you retain that consistency. And the BIG challenge is surprising passengers each time they try a dish.*

**Which ingredients would you like to use for future menus?**

*The ingredient I'd love to showcase is fish from the lake Geneva. It's a very delicate ingredient, so you need to explore the options to ensure that it's perfectly cooked.*

*And there's another ingredient I've got a soft spot for that I'd like to serve with fish, and that's saffron from Geneva. It's a really special, subtle variety of saffron.*



**You can benefit from all of Michel Roth's expertise on board with our catering service.**





# TGV LYRIA IN FIGURES



A more environmentally  
friendly journey with  
carbon emissions up to

**30 times  
lower**

than air  
travel



**4,500**  
additional  
seats

per day since refurbishing the  
fleet, which now includes  
15 double-decker coaches



# 3 hrs 4 min

best travel time for the Paris > Basel route  
and 3 hrs 11 mins for Paris > Geneva

**17**  
services

between France  
and Switzerland

with  
**18,000 seats**



Over

**350**

employees

bringing our Franco-Swiss  
on-board experience to life

«**Daily**»  
connections

# OVER 40 YEARS OF HIGH-SPEED RAIL LINKS BETWEEN FRANCE AND SWITZERLAND

## 27 September 1981

TGV arrives on the Paris <> Geneva route.  
Journey time decreases from 5 hrs 49 mins to 4 hrs 15 mins.

## 22 January 1984

Paris <> Lausanne line opens to connect the two cities in 3 hrs 45 mins.

## 23 April 2002

TGV Lyria is established. Joint venture between SNCF and SBB:  
Lyria SAS takes over operations from the TGV France Suisse  
group of shared economic interest.

## 12 December 2010

Thanks to the Haut-Bugey line, the journey time decreases to 3 hrs 11 mins.

## Décembre 2019

The Lyria+ aservice launches and is still in operation today, featuring:

- » 3 travel classes,
- » Upgraded coaches, increasing capacity by 30%,
- » More frequent journeys and new timetables.



Genève



# OVER 40 YEARS OF HIGH-SPEED RAIL LINKS BETWEEN FRANCE AND SWITZERLAND

## TGV combines rail excellence from France and Switzerland

Lyria SAS, a company governed by French law, is a subsidiary of Société Nationale des Chemins de Fer Français (SNCF), which holds a 74% stake, and Chemins de Fer Fédéraux (CFF), which holds 26%. This governance structure illustrates the friendly relationship between France and Switzerland and symbolises a shared passion for rail travel. Our Franco-Swiss crews are the perfect embodiment of this close bond.

TGV Lyria combines two strands of rail excellence. **On the one hand, visionary expertise and technological prowess: high-speed rail. On the other, a network of renowned quality, envied for its reliability and its typically Swiss clock-face scheduling.**

This development allowed us to meet the needs of a wide range of travellers (including business, family and leisure passengers) seeking seamless, flexible travel.

**TGV Lyria has kept innovating for over 40 years.** As an example, the journey time between Paris and Geneva has decreased by 45% and service frequency has increased from two to eight return services!

**In 2023, TGV Lyria's intention is to be the clear choice for travel between France and Switzerland, making it a major European transport provider.**





# INFORMATION AND CONTACTS

- on [tgv-lyria.com](https://tgv-lyria.com), under 'Book'

## IN FRANCE

- at SNCF stations and boutiques
- at SNCF-approved travel agents
- direct phone line on 36 35  
(every day, 7 am to 10 pm, local call rate charged)
- from [sncf-connect.com](https://sncf-connect.com)

## IN SWITZERLAND

- at SBB stations
- via Rail Service 0848 44 66 88  
(CHF 0.08/min from a Swiss landline)
- direct phone line on +33 1 84 94 3635  
(international call, not including any operator surcharges)
- from [sbb.ch/en/buying](https://sbb.ch/en/buying)
- on [OUI.sncf](https://OUI.sncf)

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