

NEXT
GENERATION
HIGH
SPEED
RAIL

DESIGN VISION

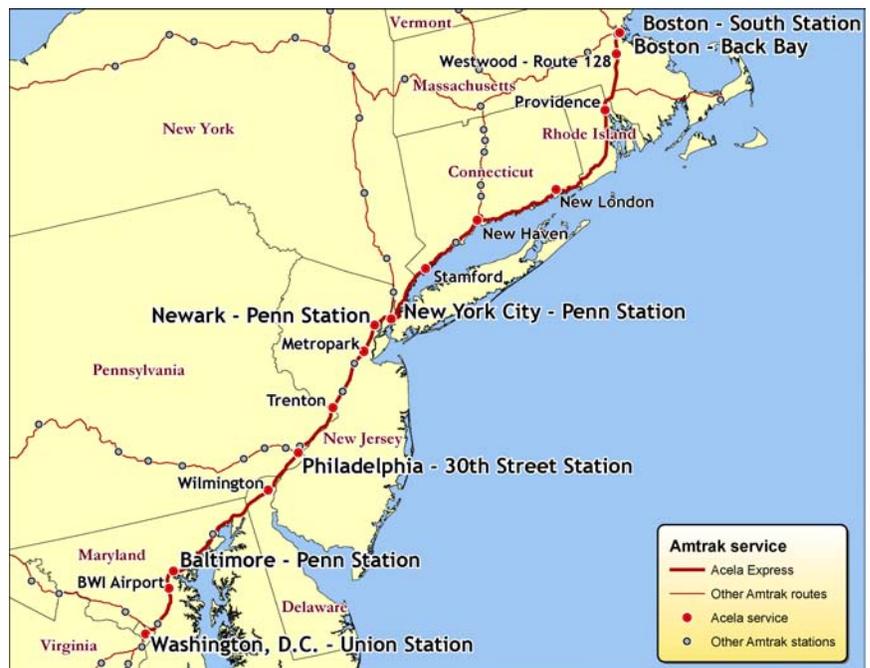


NGHSR Introduction

Amtrak's Industrial Design and Marketing team has been tasked with developing the overall service concept for the next generation high-speed trains (NGHSR) that will operate in Amtrak's Northeast Corridor between Boston, New York, and Washington, DC, a distance of just under 500 miles.

The overall service concept for these trains will incorporate many of the strengths of the current Acela Express service, with proposed changes based on lessons learned since these trainsets were placed into service in 2000, customer and market research, and employee and passenger feedback. Operating in many popular northeast markets, the design for these trains will incorporate the latest in technology, safety, comfort and innovation, in order to provide passengers with a world-class experience.

The design vision outlined in the document is an illustrative representation of our initial thinking about the future. The proposed service and design concepts aim to depict an experience that exceeds our customers' expectations and provide a platform for car builders to develop designs that are both innovative and best in class.



Core values of the Amtrak Brand

Many factors have contributed to the success of Acela. When conducting market research in the late 1990's, Amtrak determined that travelers were unhappy with their options in the Northeast Corridor, and highly valued comfort, convenience, and reliability. These factors were included in the design of the trainsets and overall service, and contributed to much of the success since the train service was introduced.

The Traveling Experience

Current Acela customers have communicated that they see Acela today as primarily a business class train, with business-focused clientele, establishing an aura of productivity that they value. Two classes of service – First Class and Business Class – will position NGHSR in the middle-to-upper end of the travel market, building upon the successful brand equity of Acela. The overall design, materials and color palettes of NGHSR will clearly distinguish between all classes of service, while tying the overall service model together. The new trainsets will also feature improved accessibility for individuals with disabilities.

Passenger Expectations

When Acela was introduced, Amtrak focused primarily on communicating the value of trip time reductions and improved travel experience. Since then, passengers have become even more focused on productivity. While trip times are not expected to decrease significantly with the introduction of NGHSR, the new trainsets will aim to increase passenger productivity. Most notably, the passenger of today expects a wide-range of personalization and customization options, including comfort, experience, and personal space, and demands the ability to stay connected to the Internet through a robust broadband Internet connection at all times. Passengers also expect easily accessible train information, wireless services, and entertainment content via personal devices and possibly at seat integrated systems aboard the trainset.

Key attributes include the following:

- Connected*
- Fast*
- Sleek*
- Bright*
- Quiet*
- Comfortable*
- Appealing*
- Modern*
- Personal*
- Spacious*
- Performance*
- Responsive*
- Reliable*



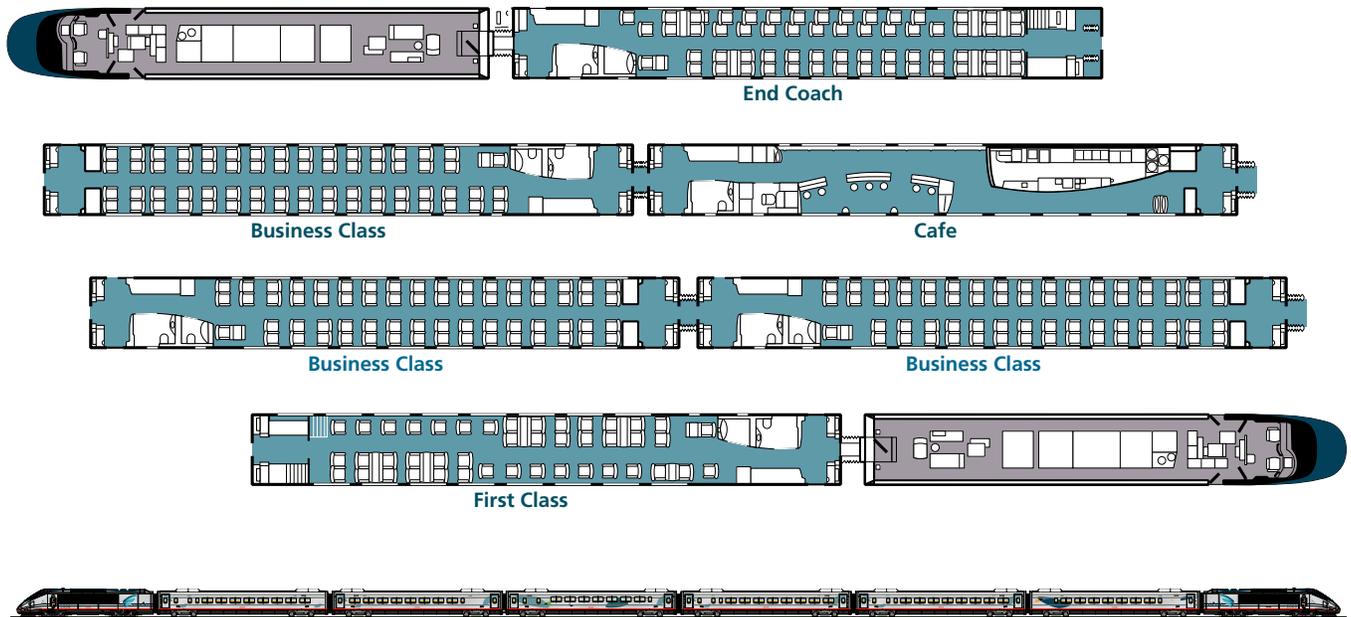
Service and Brand Attributes



Baseline Existing Acela Equipment

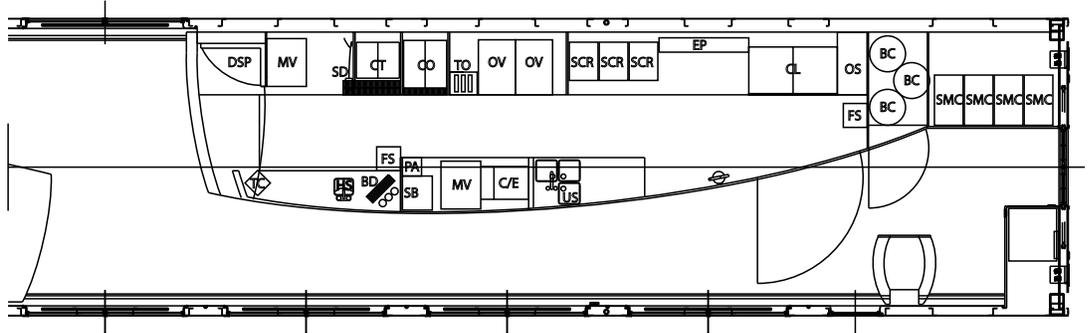


Acela Express Interior Layout

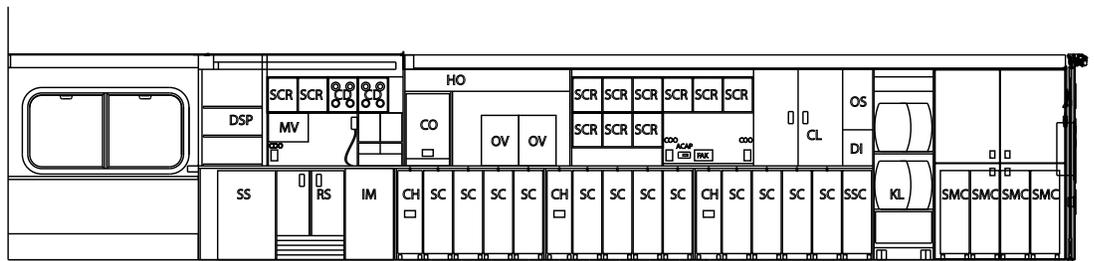


Baseline Existing Acela Equipment

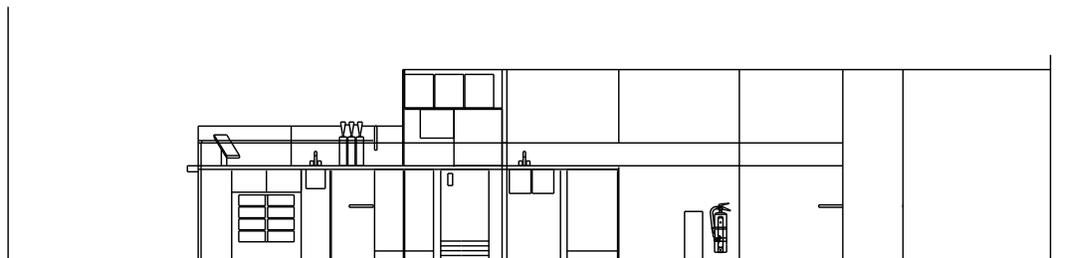
Acela Express Cafe Galley



PLAN VIEW (AT COUNTER TOP H=39")



ELEVATION VIEW (RIGHT SIDE)



ELEVATION VIEW (LEFT SIDE)

First Class Design Vision

The NGHSR First Class concept strives to offer a world-class travel experience, outperforming all other high-speed trains in terms of an unparalleled level of service, comfort, luxury, and personalization.

The interior of the first class cabin will incorporate the leading aspects of Acela while benchmarking features of exclusive hotels, premium airlines, and leading European and Asian high-speed rail services. NGHSR First Class also will feature the latest advances in technology amenities, ensuring that our passengers have ready access to train and service information, are able to connect to a broadband wireless network and are riding in an environment controlled by automated systems that maintain comfort throughout their journeys.

Luxurious

Best-in-Class Customer Service

Privacy & Personal Space

Exclusivity

Unparalleled Comfort

Advanced Communication &

Technology



First Class Design Vision



Business Class Design Vision

The NGHSR Business Class concept strives to offer a dependable and comfortable world-class travel experience, exceeding standards for Business Class concepts around the world.

NGHSR Business Class is targeted at not only passengers traveling on business, but also leisure passengers who are looking for a comfortable, relaxed and productive experience. Business Class also will feature the latest advances in technology amenities, ensuring that our passengers have ready access to train and service information, are able to connect to a broadband wireless network and are riding in an environment controlled by automated systems that maintain comfort throughout their journeys.

Flexible, Premium environment

Best-in-Class Customer Service

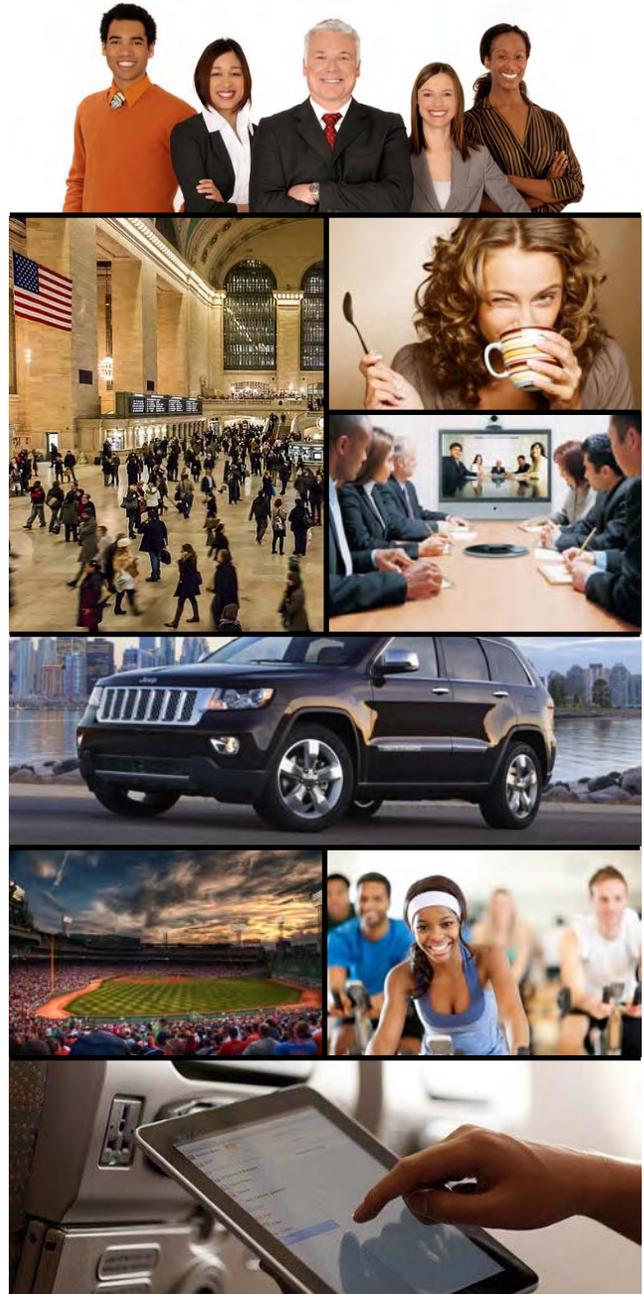
Privacy & Personal Space

Personalized Comfort

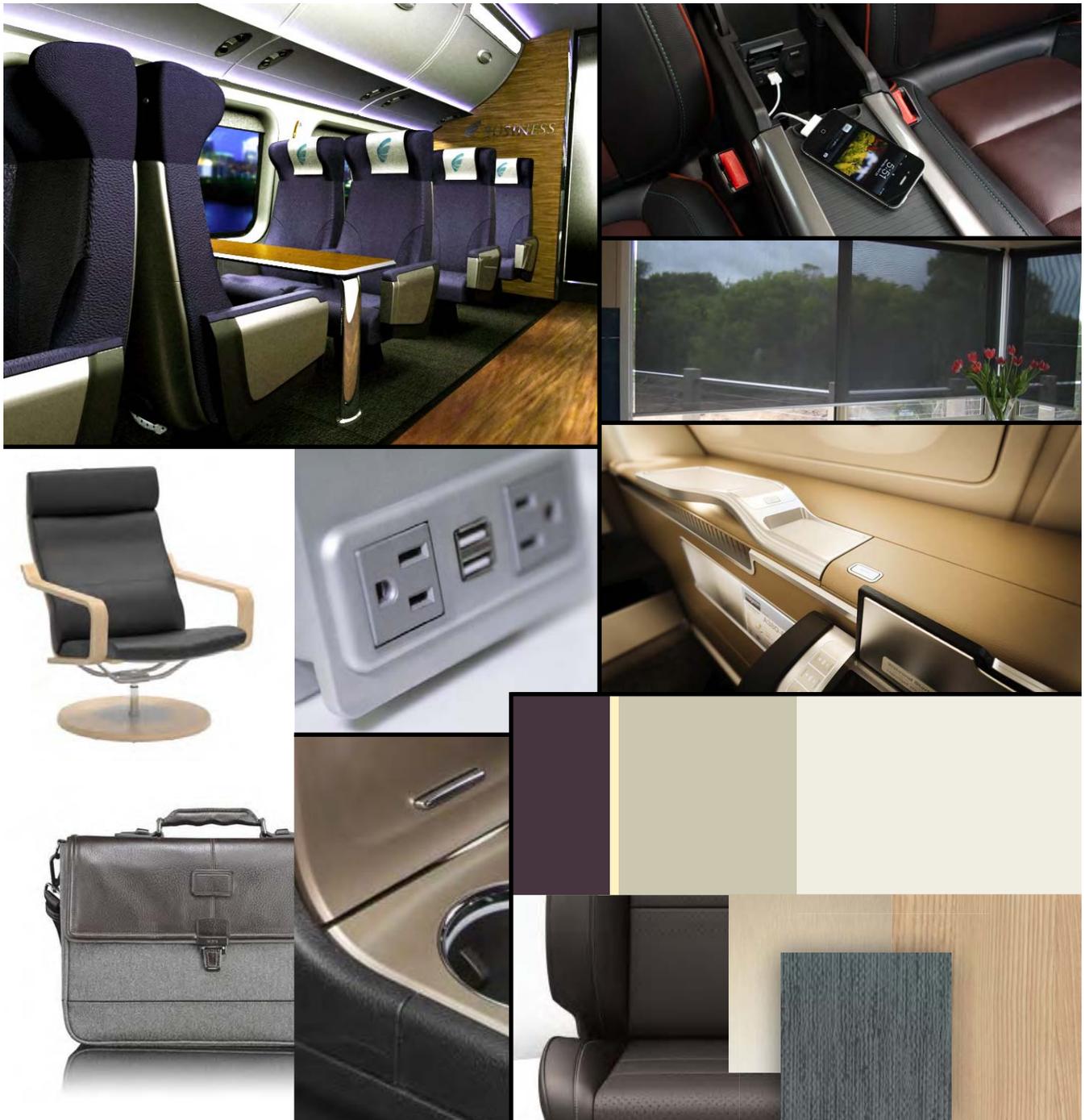
Modern, Sophisticated Design

Advanced Communication &

Technology



Business Class Design Vision



Cafe Design Vision

The NGHSR Cafe Car concept strives to offer a flexible, modern and vibrant food service platform for passengers, who are often on the go and have limited time to purchase food and beverages in stations. Access to this car will be a welcome change of pace for passengers who desire to get up and walk around or for business travelers who need a break to re-invigorate.

The Cafe car will feature open cases of appealing, healthy foods and beverages, including a mix of fresh, fast, and healthy food options, and will be targeted to all passengers, including those with unique or special diets. While Amtrak is open to various design concepts, the Cafe may allow passengers to enjoy their food or beverage in a modern and welcoming environment.

Fast

Fresh

Healthy

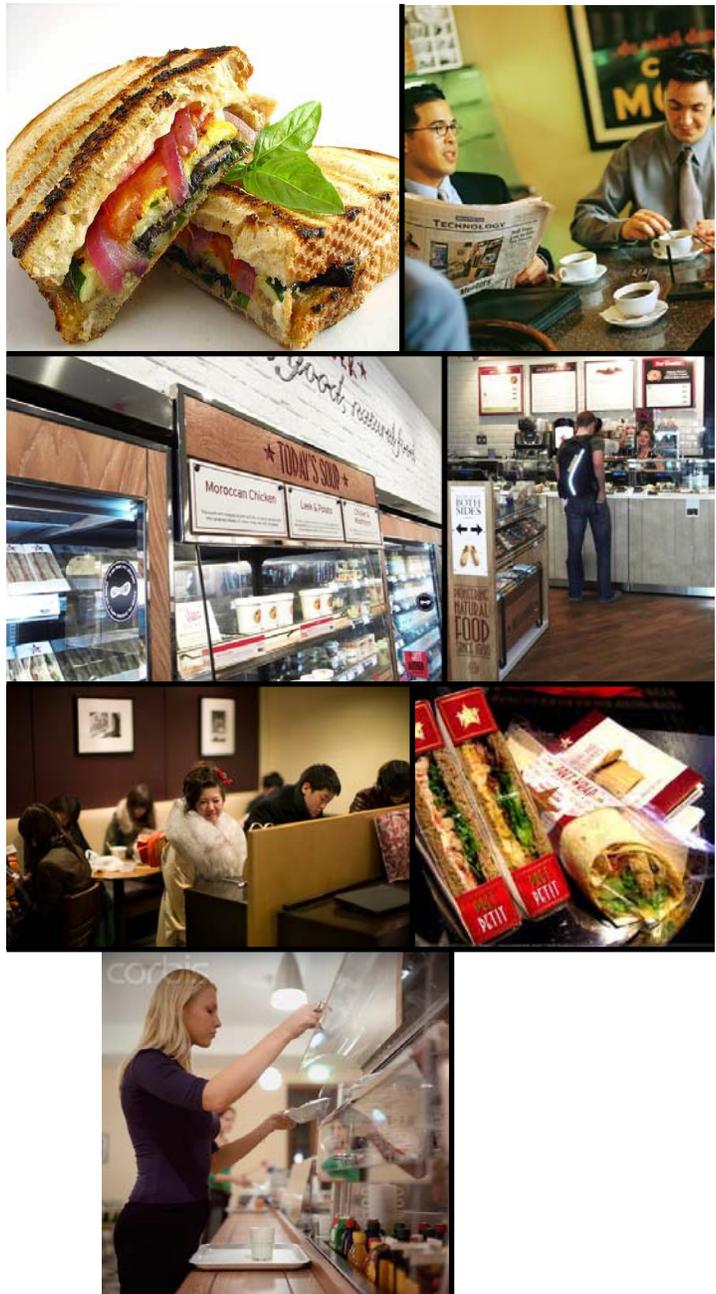
Self-Service

Bistro Environment

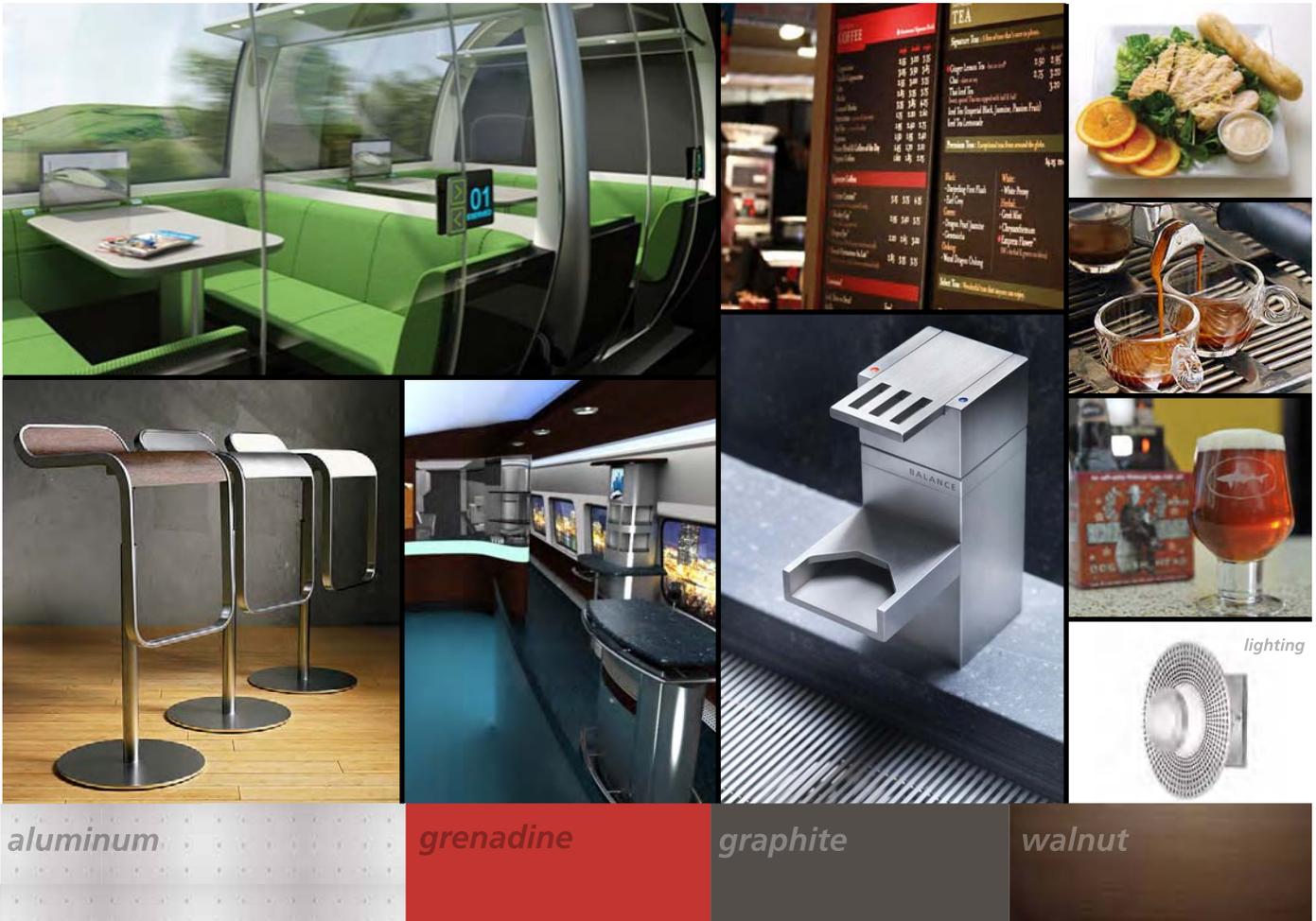
Bar

Tables

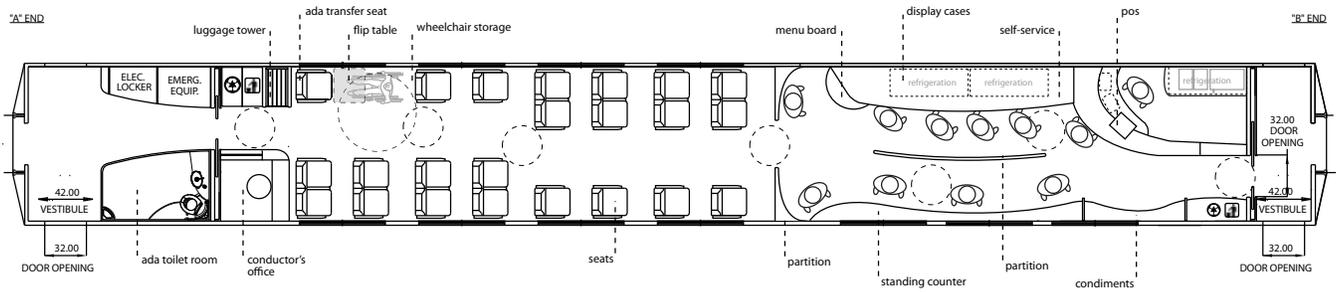
Congregating



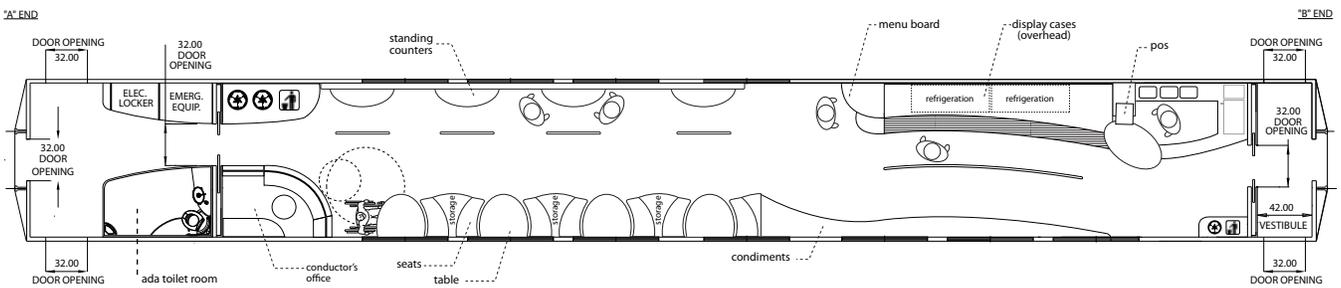
Cafe Design Vision



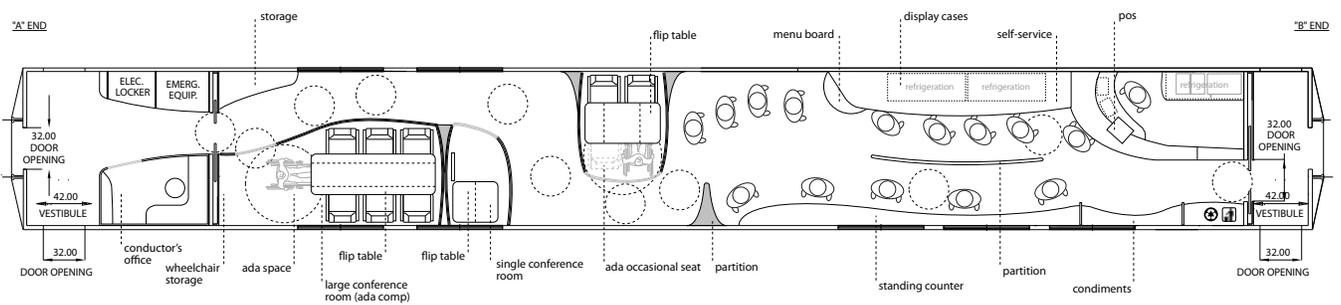
Option 1 - Cafe Split Option



Option 2 - Cafe Full Option



Option 3 - Cafe Split Compartment Option



Toilet Rooms

Customers had many ideas for the toilet rooms of the future that have influenced design and recommendations for the next generation of equipment. Future toilet rooms should be modern, spacious, bright and clean, feature improvements in maintenance of sanitary conditions, and will include many enhancements to the overall toilet room experience. Additionally, deeper sinks, additional storage areas for personal items, and cool, bright lighting and colors, helping to make the toilet room experience a more positive one for travelers.

Welcoming
Clean
Modern
Ambience
Touchless
Fresh
Anti-microbial
Tranquil



The concepts and designs contained in the NGHSR Design Vision represent an aspiration, tailor-made by Amtrak. It is expected that the selected train manufacturer will rise to the challenge of meeting the design aspirations outlined in this document as fully as possible.

It is also expected that the design team responsible for this aspiration will be involved with the manufacturer throughout both the design development phase and the manufacturing process to ensure consistency with the aspiration and design proposals and suitability for purpose.

Finally, through this NGHSR design vision, Amtrak aims to develop a unique and prestigious product that exceeds our customers' expectations and propels Amtrak and North American high-speed rail into the future.

