

New Eurail Brand Image and Extended Range in 2008

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New Passes and New Countries Added for 2008

Eurail Group has unveiled new branding with a new logo and tagline. The pass range is also being updated with new participating countries in 2008, giving customers more choice and flexibility.

Eurail Group manages the famous Eurail Passes allowing unlimited train travel in Europe for non-European visitors worldwide. Earlier this year, Eurail Group took over management of the InterRail product range aimed at the European domestic market, a move that prompted the new, more inclusive branding.

The new logo has a three-dimensional look to suggest dynamism and movement, the flexibility and freedom of travelling with Eurail. Retaining the classic blue of the old logo, it adds green to reflect the European landscape and the environmentally friendly advantage of train travel.

The new tagline, "Your Pass. Your Europe." captures the essence of Eurail in this age of experiential and customized travel. With a Eurail Pass customers can travel whenever and wherever they wish, experiencing Europe according to their own interests and pace.

The current logo will be retained only for corporate use. With the new logo, the company can make a clear distinction between the company and the product, while speaking more compellingly to its target markets.

Marketing Manager, Ana Dias e Seixas explains, "The blue logo with yellow stars is widely recognized and instantly associated with Europe. However, research revealed that it lacked the romance and excitement associated with train travel, and we wanted to reach out to our customers with a more appealing branding that speaks directly to them."

In 2008 Eurail's classic and long standing pass, the Eurail Global Pass, will welcome two new countries, Croatia and Slovenia, in response to the growing interest in Eastern Europe. This brings the total number of countries to 20, making the pass even more flexible and better value for money.

Eurail will also introduce three new passes covering Austria, the Czech Republic and Slovenia. For travellers interested in Northern Europe, Eurail will offer Finland-Sweden, Denmark-Sweden and Norway-Sweden rail passes, as well as a single pass covering all four Scandinavian countries. This brings the total number of One Country and Regional Passes, valid in one or two countries (or regions) to 42, reflecting the growing demand for shorter stays to fewer countries.

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