

**HARSHE-ROTMAN & DRUCK INC.**  
**PUBLIC RELATIONS**

NEW YORK  
300 E. 44TH ST. 10017  
(212) 661-3400

CHICAGO  
108 N. STATE ST. 60602  
(312) 346-6868

LOS ANGELES  
3345 WILSHIRE BLVD. 90010  
(213) 385-5271

MEMPHIS  
100 N. MAIN ST. 38103  
(901) 525-2791

DALLAS  
BLOOM / HR&D, INC.  
3000 DIAMOND PARK DR.  
(214) 638-8190

FROM: Harry Klemfuss (New York Office)  
HARSHE-ROTMAN & DRUCK, INC.

FOR: NATIONAL RAILROAD PASSENGER CORPORATION  
955 L'Enfant Plaza  
Washington, D.C. 20024

FOR RELEASE AFTER 2 P.M.  
MONDAY, APRIL 19, 1971

**AMTRAK NEW NAME FOR NATIONAL RAILROAD PASSENGER CORPORATION**



NEW YORK and WASHINGTON, D.C., April 19 -- The National Railroad Passenger Corporation will expand its corporate identity with a vigorous new look and a new marketing name -- AMTRAK -- when it begins operating the nation's intercity railroad passenger service on May 1.

The corporation, a quasi-public agency established by Congress, recently announced plans to operate 184 passenger trains serving 114 cities of 100,000 population or more and about 200 smaller cities starting May 1 of this year.

Key elements in the new corporate identity program are crisp, modern graphics and a distinctive, motion-oriented, service mark in the national colors; red, white and blue.

AMTRAK is a contraction and a blending of the concepts "American" and "track."

Initially the new AMTRAK identity system will appear on 50,000 national railroad timetables to be distributed prior to May 1. Later it will identify railroad tickets, baggage checks and receipts, advertising and promotional campaigns, brochures, pamphlets and route maps. Eventually the service mark will be used as the design motif for passenger car exteriors and interiors and to distinguish terminal and trackside equipment from commuter and freight train facilities.

Previously, the corporation had been known informally as Railpax, derived from the telegraphers code name for "railroad passenger." For legal reasons, its use could not be continued.

In announcing the new communications strategy, David W. Kendall, board chairman said: "With the new AMTRAK identification plan, the corporation today can move toward two important objectives: to serve the passenger public in a dynamic, competent, contemporary and dedicated manner and to create a marketing identity that will assist AMTRAK to compete effectively with airlines, buslines, and automobiles.

"The new communications program aims at creating a new travel experience for the rail passenger in both service and environment," he said.

For example, most passenger cars today have tube-like interiors which are severely functional and decorated in monotonous, high-gloss paint. Within the next six months many of these will be brightened with new seat-back towels featuring the red, white and blue AMTRAK motion-mark.

Eventually the interiors of some cars will be given new end-wall treatments -- either wood grain or scenic photo-murals -- and a carpet runner to cover floor tiles and reduce noise and vibration. Others will be given a new interior painting in colors that harmonize with present seat covers. A few will be completely re-decorated with a new color system, a full carpet, new window shades, slipcovers and re-designed baggage racks. Brand new, built-from-scratch passenger cars incorporating the newest devices for comfort and speed are being designed for production as soon as practicable.

Upgrading of passenger car interiors will occur gradually, on a step-by-step basis so that units will not be side-tracked for prolonged periods of time.



Key functional areas in terminal buildings will be given an integrated look so that passengers can quickly identify AMTRAK ticket counters, information booths, arrival and departure boards, gate entrances and passenger holding areas. The new AMTRAK graphics and symbol will also be used in ground floor ticket offices which the corporation plans to open in key metropolitan markets.

Responsible for the AMTRAK marketing program and its new look is Lippincott & Margulies, Inc., international marketing, communications and design consultants who have been working closely with the corporation for the past three months.

Under the direction of President Walter P. Margulies, a team of twenty L&M consultants conducted an intensive analysis of attitudes and opinions among railroad executives, employees, and passengers. This basic data led to a set of specific criteria, chief of which was the capability of a new communications system to interact with virtually every aspect of national railroad operations -- from train interiors and exteriors to station facilities, advertising and promotional campaigns, uniforms, customer forms and on-train service items. The criteria for marketing identity were: a short, powerful name, easy to pronounce and remember, with high visual impact for easy recognition on moving trains or in a crowded passenger car yard.

After screening hundreds of visual and verbal options, graphic designs and symbols, and researching legal and linguistic obstacles, AMTRAK was chosen by the corporation's board of directors because it met the established criteria and clearly communicated the concept of American railroad passenger service. A distinctive "motion-mark" in red, white and blue was selected as a visual symbol because of its motion-orientation, its reversibility when cars are shunted back and forth, and its application in horizontal or vertical positions on printed materials such as timetables, train tickets, track signs, brochures and pamphlets.