



AMTRAK®

What is Amtrak?



AMTRAK



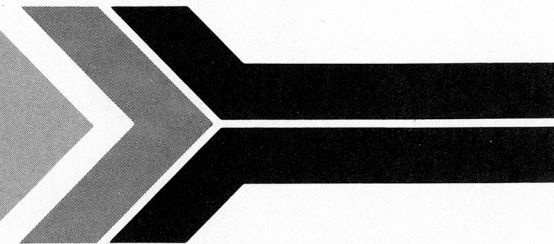
Roger Lewis, President of Amtrak

Amtrak was established to fill an essential need in a balanced transportation system — to offer the public greater freedom of choice in convenient modes of travel — to act as an alternative to other major transportation mediums and thereby to alleviate the congestion of highways and the overcrowding of airways and airports.

Its purpose is to improve and develop intercity passenger rail service. When Amtrak went into operation America's railroads joined hands to help form a single centralized passenger system — for the first time in history.

The Amtrak corporation is built on a for-profit basis, with investment capital provided by the private sector along with Federal financing to assist in the initial stages of development. Amtrak owns and operates the passenger trains but does not own the rights of way: roadbeds over which tracks are laid, signaling systems, switching systems, real estate. These remain the property of the individual railroads. Amtrak is obliged to use railroad resources already in existence under contractual arrangement and to contract for the services of railroad employees until such time as they may become directly employed by Amtrak.

“We merged the passenger services of 13 railroads—creating a single centrally-managed nationwide intercity system.”



The following are Amtrak participating railroads: Atchison, Topeka and Santa Fe; Burlington Northern; Baltimore & Ohio-Chesapeake & Ohio; Chicago, Milwaukee, St. Paul and Pacific; Gulf, Mobile and Ohio; Illinois Central; Louisville and Nashville; Missouri Pacific; Penn Central; Richmond, Fredericksburg and Potomac; Seaboard Coast Line; Southern Pacific; Union Pacific.

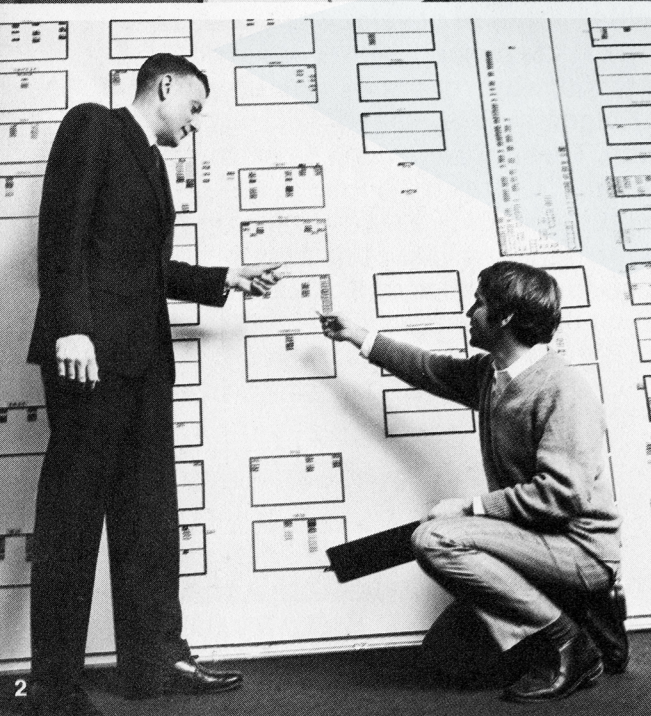


“We’ve a blend of the best in experience and talent.”

Transportation today is faced with satisfying a more knowledgeable, more demanding public. And to provide the required flexibility and adaptability, Amtrak has capitalized not only on the abilities of experienced railroad people but also on talent resources from a variety of related areas — airlines, shippers, travel agencies and other transportation organizations — creating an effective mix of high-level personnel well-versed in contemporary travel.

The Marketing Department’s function is to link the passenger with the service — by analyzing current and potential areas of business and employing innovative techniques aimed at explicit objectives. This scientific approach has already been effective in numerous market areas. And more extensive examples of modern marketing will be seen in the months to come.

Amtrak’s Operations Department is an impressive undertaking. It establishes — for the first time in railroad history — a single central source of control, charting day-by-day and train-by-train performance for the entire intercity system. It’s the responsibility of Operations to see that trains run on time, to set safety standards, to provide for the comfort and welfare of every passenger on every train. The knowledge and experience of a highly capable staff are being put to optimum use in this complex job — one so essential to Amtrak’s success.



1. Reception area at the offices of Amtrak.
2. A review of equipment in Operations.
3. Design Department — where the eye is on image.
4. Marketing group — motivators of travel.



“There’ve been some changes made.”

Since Amtrak began, important things have taken place. By making the most of its available resources, Amtrak has put many noticeable changes into effect, all aimed at making trains more fun to take.

For example, out of the 3,000 cars which were in intercity passenger service when Amtrak came into existence, only 1,277 were accepted for continued service. Most of these cars are stainless steel. All passenger-carrying cars are air-conditioned. They are in the process of being overhauled

— mechanically, structurally and electrically — a job targeted for completion by June 1973. By that time most of these cars will also be completely refurbished in Amtrak’s bright and exciting new colors. In addition, Amtrak is in the process of buying locomotives from the railroads. These too will be completely overhauled, reducing present maintenance costs and dramatically improving performance. Future plans call for the purchase of new locomotives as well.

Amtrak now has over 200 daily trains serving 340 locations. And listed on the

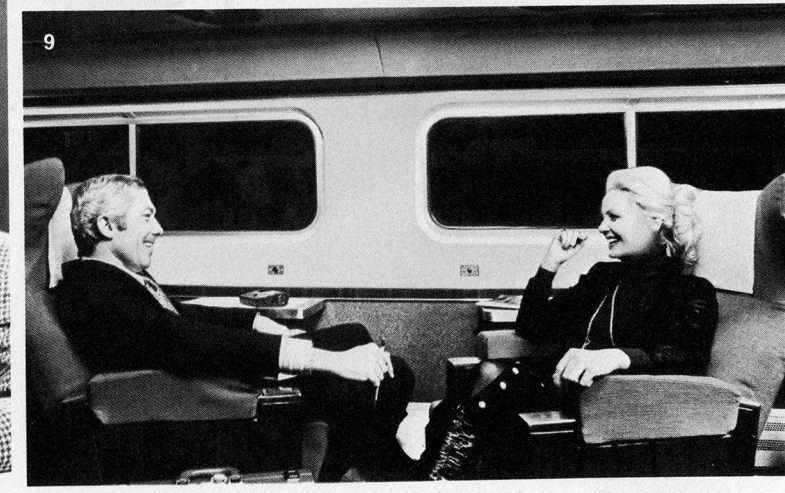
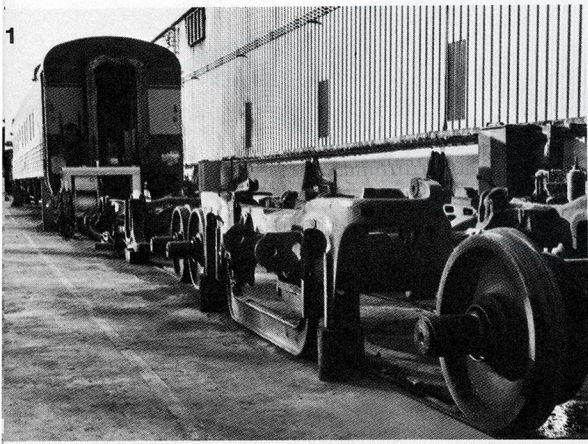
Amtrak timetable are many new services, along with an upgrading of existing ones. For example — food service (ranging from light snacks and beverages to complete meals served in diners, tavern-lounge cars, snack cars or at passengers’ seats) is available on all trains that travel any sizable distance. Here the emphasis is on freshness and quality at reasonable prices. As more and more travelers take to trains, other features will be developed to satisfy their needs.

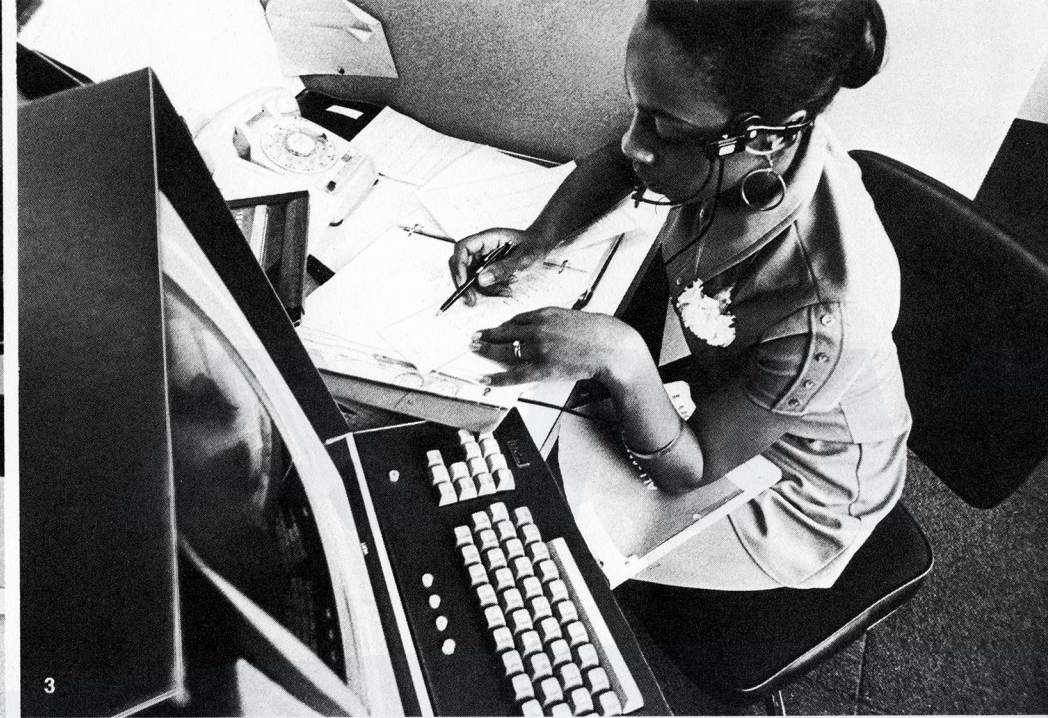
Right now Amtrak is providing the basic features travelers expect: clean

cars, convenient schedules, fast and accurate information. Plus courteous and attentive personnel. You’ll find Amtrak’s up-to-date attitude reflected in the smart new uniforms worn by all employees — a contemporary look that links the whole Amtrak system.

Amtrak has begun with a basic system designed to answer the needs of America’s travelers. The decision to expand or decrease this operation will depend solely on the response of the public.

1. Mechanical overhauling of cars.
2. Full refurbishing of car interiors.
3. Establishing the uniform Amtrak identity for cars.
4. Diner menus with taste-tempting selections.
5. On-board phoning — a favorite Metroliner feature.
6. Quick, delicious snack-counter meals.
7. Attentive Amtrak personnel.
8. An informal on-board bar.
9. Metroliner club car with luxurious swivel seats.





“Our main focus is on the traveler of today.”

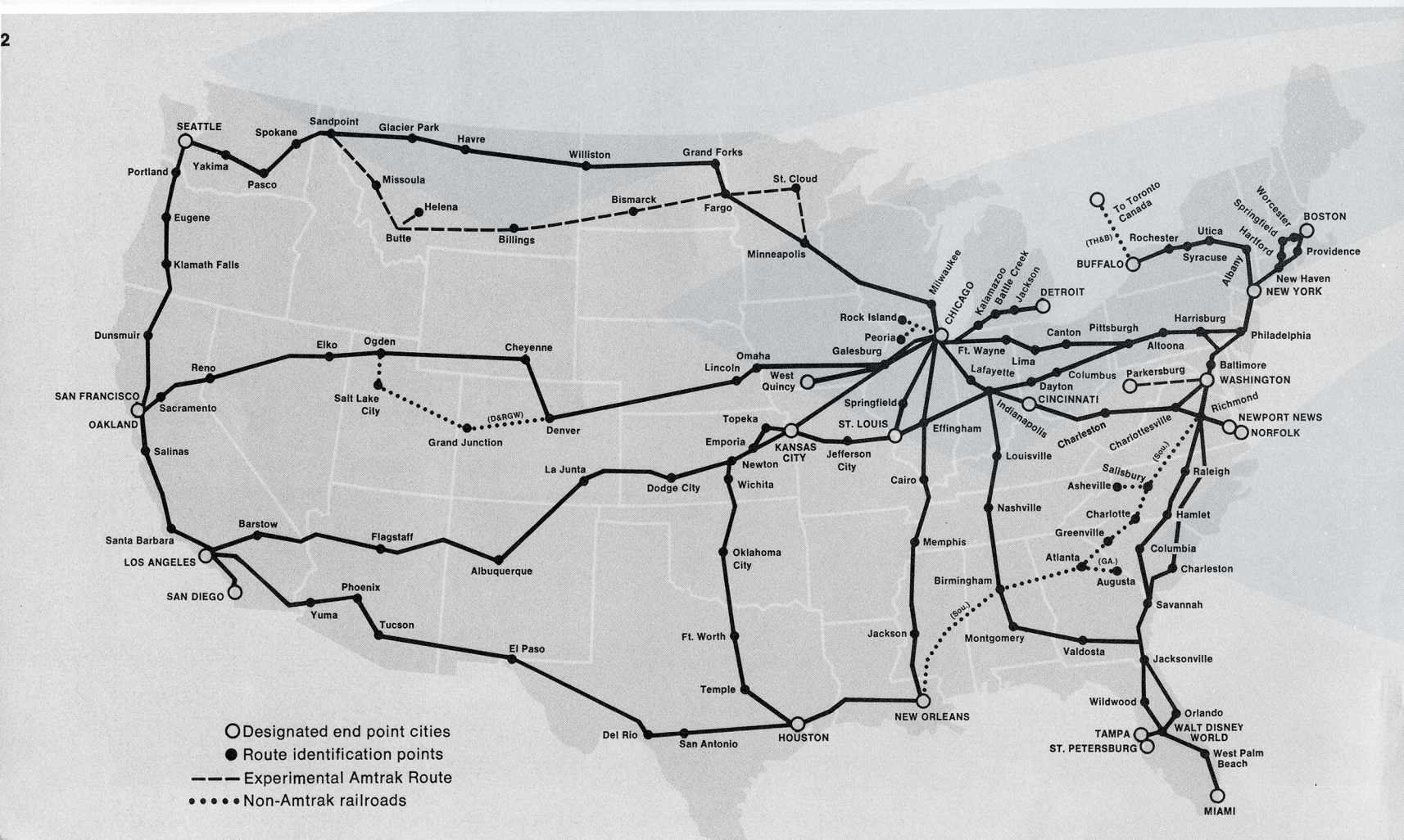
Amtrak's talent has been devoted to applying modern methods to rail passenger service. Simpler, speedier reservations and ticketing systems are being set up throughout the country. For example, Chicago formerly had seven different railroad reservations systems, each with its own telephone number. Now only one phone number is needed to make train reservations throughout the entire western half of the U.S.A. A similar hookup in New York will soon make the same arrangements possible for the East, initiating a coast-to-coast reservations system. The result will be to make reservations easier and less costly to the public.

A variety of Amtrak “vacation packages” is already available to leisure travelers. These feature destinations in Florida and Disney World, the Grand Canyon and other National Parks, seasonal excursions to the Mardi Gras and “special trains” for skiers and other sports enthusiasts. There are also hundreds of local tours operated for special groups interested in seeing America's great tourist centers, especially New York and Washington.

Another benefit for travelers is the introduction of credit card travel by train. In many cities Amtrak accepts American Express, Master Charge, Rail Travel Card and other charge cards. This travel convenience will soon be available throughout the entire Amtrak system.

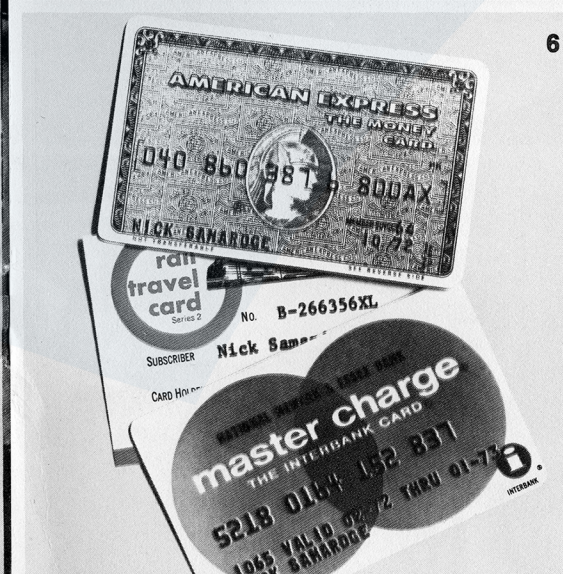
Amtrak wants to show America how easy it is to take a train — and how economical. It's the sensible style of travel for vacations and weekend trips, business trips, back-to-school — for any travel need at all. Trains are great for people of all ages, whether they travel alone or in a group. And it's the most convenient way for families to travel. And the most fun.

The train is a new travel medium Amtrak is helping America discover.



In work are plans for simplified fares that can be understood easily and applied quickly by ticket agents. Here the ultimate long-range goal is computerization — where an agent will punch a few keys and in seconds get a printout of service, fares and available space between any two points.

To make train travel more attractive economically to a wider consumer audience, the company is experimenting with promotional fares and will be increasingly active in the development of tour programs and other travel promotions.



1. An Amtrak expert in travel.
2. Amtrak's coast-to-coast network.
3. Computerized reservations system at work.
4. Instant electronic space confirmation.
5. Portable dictating machine for busy business travelers.
6. Credit card travel by train.



“What is Amtrak?”

Amtrak is a dome car opening America's countryside to the viewer's vision. A diner with sparkling linen, glistening glassware, excellent food. A tavern-lounge — informal and fun.

Amtrak is a unique travel medium that not only takes you to your destination but lets you see and savor every mile along the way. Amtrak is service, hospitality, comfort. Convenience, security, enjoyment.

Amtrak is the City of San Francisco, the Broadway Limited, the Florida Special, the Super Chief, the TurboTrain, the Metroliner. Amtrak is 1,277 hospitable passenger cars gliding securely over 27,000 miles of track — bands of gleaming steel that link the cities of America.

Amtrak is efficient, low-cost modern transportation.



1. Family fun in the dome car.
2. Gracious service in the recreation car.
3. Distinctive food and service.
4. Extra attention to little ones.
5. Relaxing in living-room comfort.
6. Prompt, competent bar service.
7. Meal service at your seat.
8. Bedroom comfort and relaxation before retiring.
9. Private facilities add extra ease on arising.
10. Lounge-like leg-rest seat in coach.