

UP Express Fare Pricing Strategy – DRAFT
Presentation to Customer Service Committee of the Board
February 13, 2014



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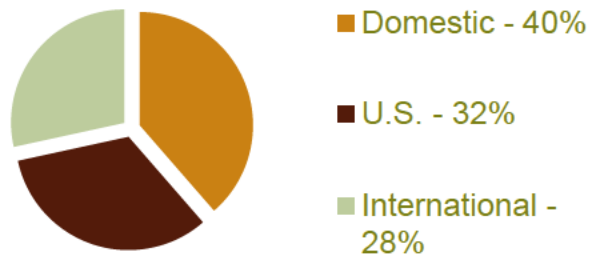
Ridership forecasts have identified market demand

DRAFT

Slide 7 of 20

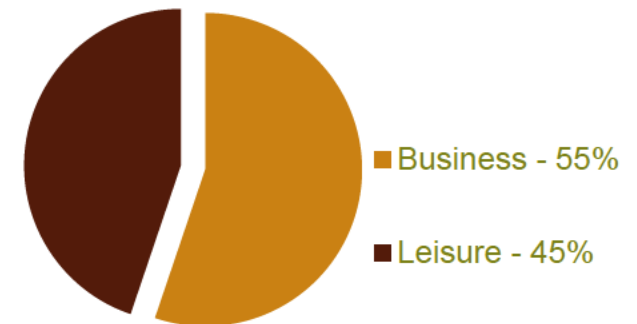
Ridership forecasts have consistently confirmed demand for the UP Express service

Sector Split

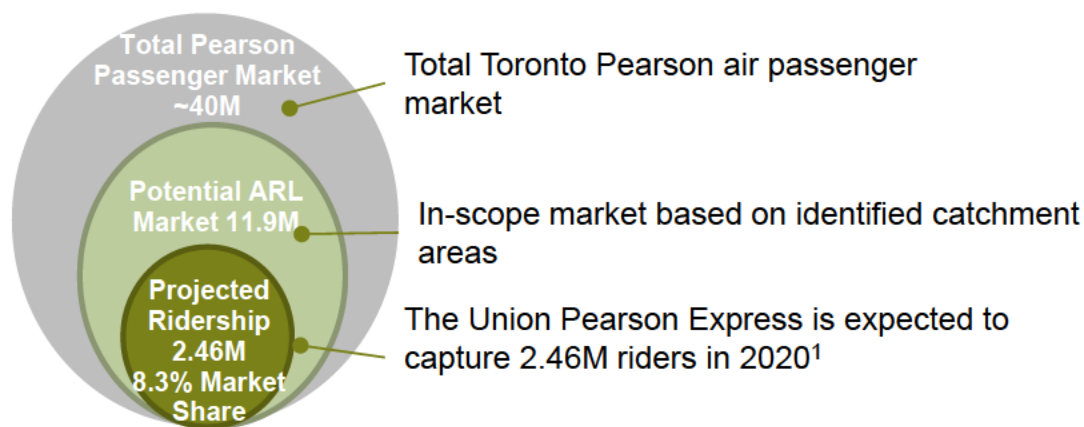


Target Market

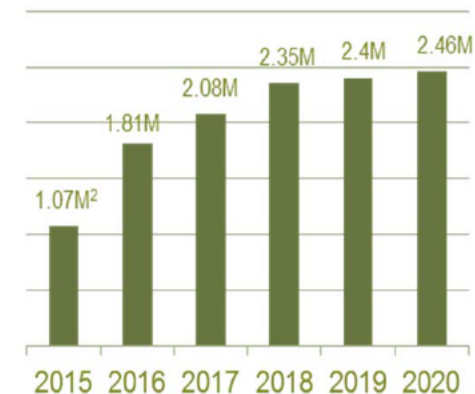
Business vs. Leisure



Market Size



Projected Ridership



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² 2015 ridership represents the first calendar year of UP Express service or the nine month period from April 2015 to December 2015

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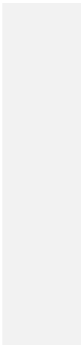
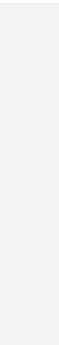
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