3rd annual ASECAP Marketing Workshop

Rebranding N.V. Westerscheldetunnel

Ingo de Moor

Rome, 5th February 2016





ASECAP

Association Européenne des Concessionnaires d'Autoroutes et d'Ouvrages à Péage

Why rebranding?

We added a new tunnel to our portfolio



The Sluiskiltunnel

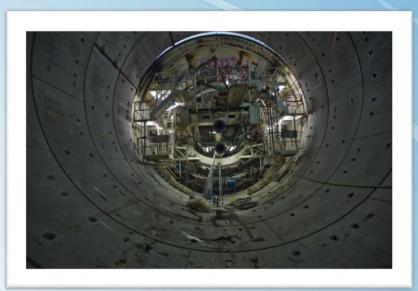


#SECAP

Association Européenne des Concessionnaires d'Autoroutes et d'Ouvrages à Péage

A bored tunnel

- € 300 mln
- 1.4 km
- 34 m below sealevel
- under the channel Ghent Terneuzen

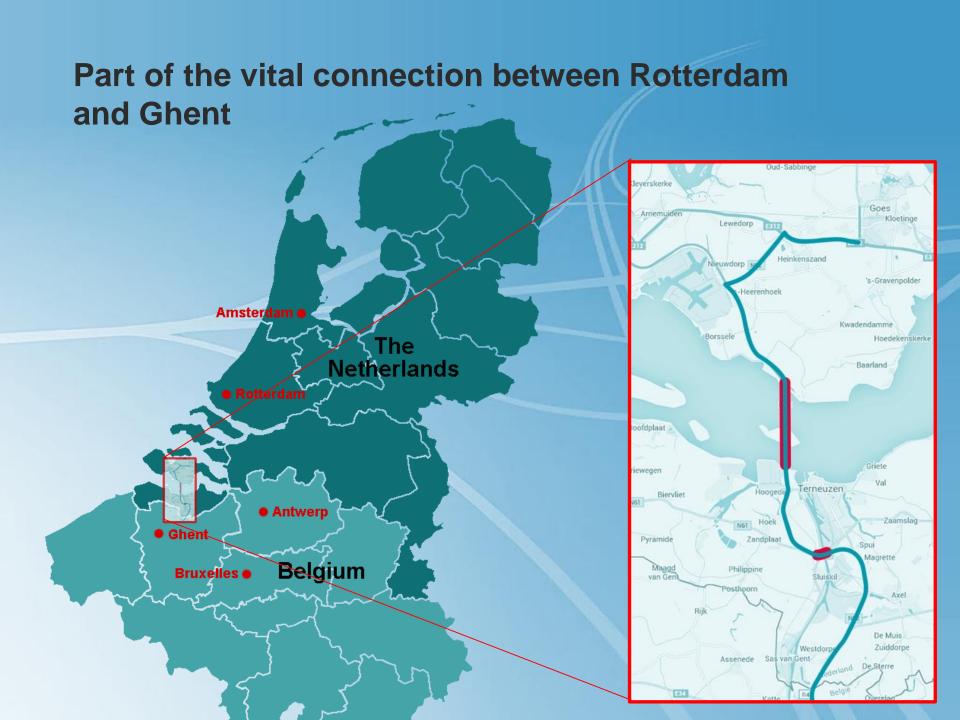




May 19 2015 Opening by King Alexander and Queen Maxima







N.V. Westerscheldetunnel responsible for:

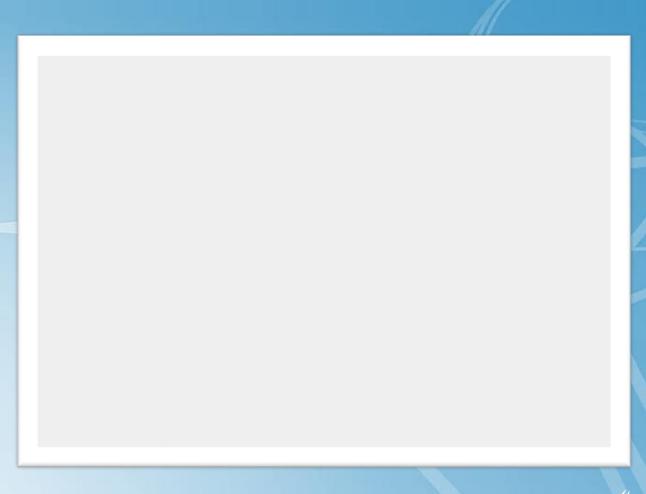
- Asset Management & Maintenance
- Traffic & Incident management





Two tunnels, One route, One operator.





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Facts and figures

- 20 km motorway
- 6.6 km tunnel
- 60 m below sealevel
- vital connection under the river Scheldt





Mission

Aiming for optimal service at the lowest possible rates



NV Westerscheldetunnel is a new, extended brand

Key values:

- Safe and reliable
- High availability
- Lowest rates
- Consistent communication
- Service with a smile



Decision

Not a complete change but a restyling of the existing company profile

New pay off:
More value with the Sluiskiltunnel





Old



Maakt meer mogelijk!



New



MEER MOGELIJK MET DE SLUISKILTUNNEL



New signing

- Office
- Toll plaza
- Service cars
- Company outfit
- Advertising























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