



SIEMENS



FY2015 Hot Spot

Infrastructure Renewal / Mobility Hot Spot

City Infrastructure, High Speed Rail, Manufacturing & Milestones

Sacramento Hot Spot The Atlantic Thought-leadership Event

SIEMENS

the Atlantic

BOLD BETS: California On the Move?



The Atlantic

BOLD BETS

Bold Bets: California on the Move?

February 25, 2015 | 4:00-6:30pm

Hyatt Regency Sacramento 1209 L Street Sacramento, CA

Join *The Atlantic* for the first event in its Bold Bets series, as we convene California stakeholders in policy and economic development to consider the key infrastructure projects changing the landscape of mass movement. From metro to rail to highway systems, California has taken center stage in the transportation conversation. Our program will look toward the economic impact of investment and the potential value of developing vital infrastructures. Is California, in fact, on the move? – and where may it be headed?

 **#boldbets**

RSVP to events@theatlantic.com

WITH THANKS TO OUR UNDERWRITER **SIEMENS**

The Atlantic Thought-leadership Event Live Broadcast & On-demand Video

- Nearly 600 people watched the live-stream views on February 25th
- Over 400 views of the video on demand have been watched from March 2.
- Video can be seen at:
<http://www.theatlantic.com/live/events/bold-bets-sacramento/2015/>



Sacramento Paid Media: Print & Digital Creative

SIEMENS

Connecting California's cities at 220 miles an hour.

See how Siemens can make it happen by touring a life-sized high-speed train mock-up at the Moving California exhibit at the State Capitol Feb 25 & 26, 10AM - 4PM

SIEMENS

Connecting California's Cities at 220 miles an hour.

Come see a life-sized mock-up of the Siemens high-speed train.
February 25 & 26 | 10 am to 4 pm
California State Capital, West Steps

> Join us here

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Growing the economy takes more than creating new jobs — it also takes an infrastructure able to keep pace. Like energy-efficient trains that could connect Los Angeles to San Francisco in less than three hours. Siemens technology is transforming how we get around: from building hard

working commuter rails to the fastest trains on earth — and building them right here in the U.S. Whether it's moving California's economy forward or moving Californians faster, Siemens is making the things that matter real.

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Sacramento Paid Media: Web & Mobile

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transportation | THE SACRAMENTO BEE

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Siemens promotes its Sacramento home base in bullet-train pitch

BY TRACY REED | THE SACRAMENTO BEE

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SHORTCUTS

Don't forget about private colleges in higher education debate



WIRE

UC Davis student senses his place in the wine world

His wine expert hobby makes quizzes reports and seminars seem with fitting jobs. He looks forward to taking events in the days to help local's approach wine from his perspective.

EDUCATION

12-year-old Sacramento student prepares for Antarctic expedition

Alexis Fung is only 12. But within 30 days, he and sixth-grade teacher Kim Williams will join an expedition headed to the Antarctic Peninsula.



Trending Stories

California senator says 'welfare queen' law must go



THE SACRAMENTO BEE

Capitol Alert AM

Left: Backlash against Proposition 47 grows



THE SACRAMENTO BEE

Morning Newsletter

Field Poll: Jerry Brown riding high, not his big projects

Jerry Brown remains popular, according to a Field Poll released Tuesday. But his big ideas appear to weigh him down.



California's drought could mean another ear for West Nile virus

securing Bay Bridge tower show tracking

SACRAMENTO REGION



Verizon 9:30 AM huffpost.com

HUFFPOST

Pennsylvania Gov. Tom Wolf Launches Medicaid Expansion




Does Putin Want War or Negotiations?

What Straight People Don't Understand About




Sacramento Paid Media: Radio

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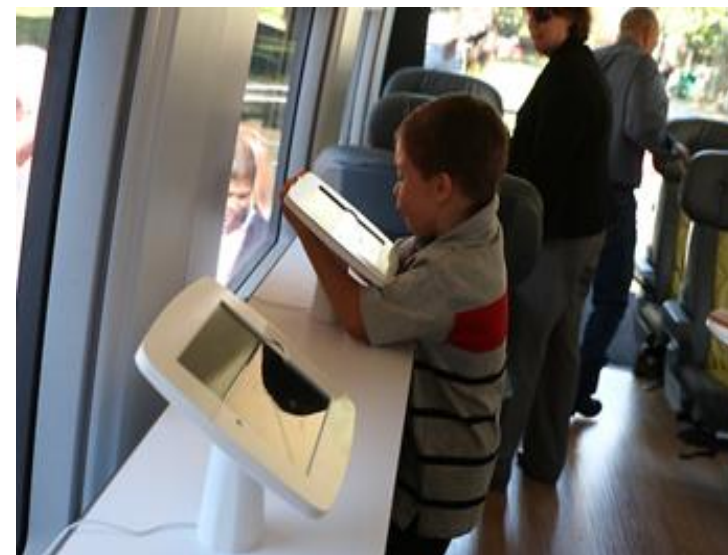
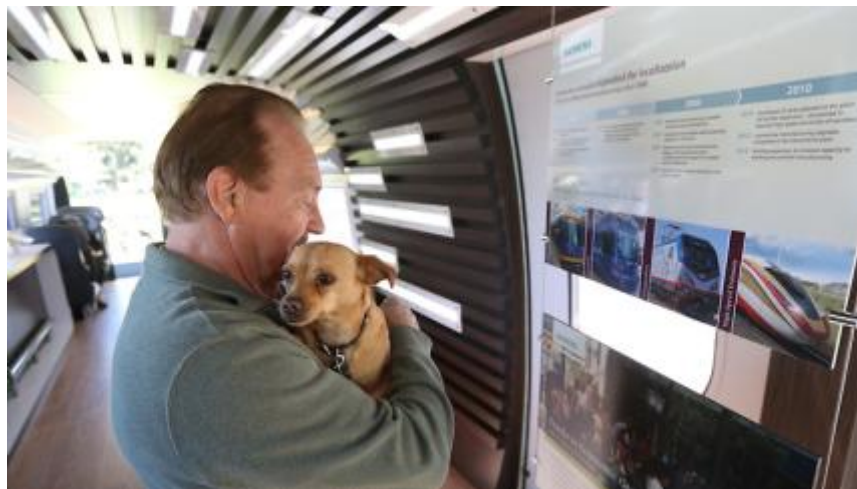
Siemens in Sacramento

A Better Way To Travel

iHeart Media A Better Way To Travel

iHeart Media A Better Way To Travel - 60

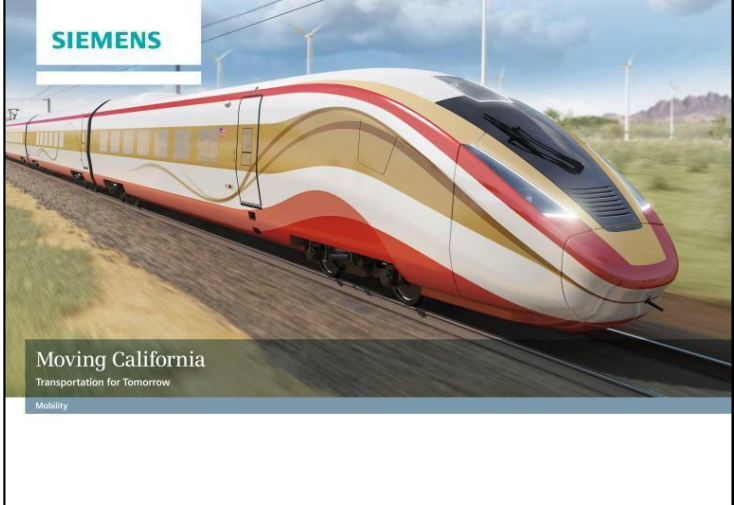
Velaro Mock-up Display at Sacramento State Capitol



Sacramento Hot Spot Velaro Exhibit Visuals



Transportation for Tomorrow Moving California



Moving California
Transportation for Tomorrow
Mobility

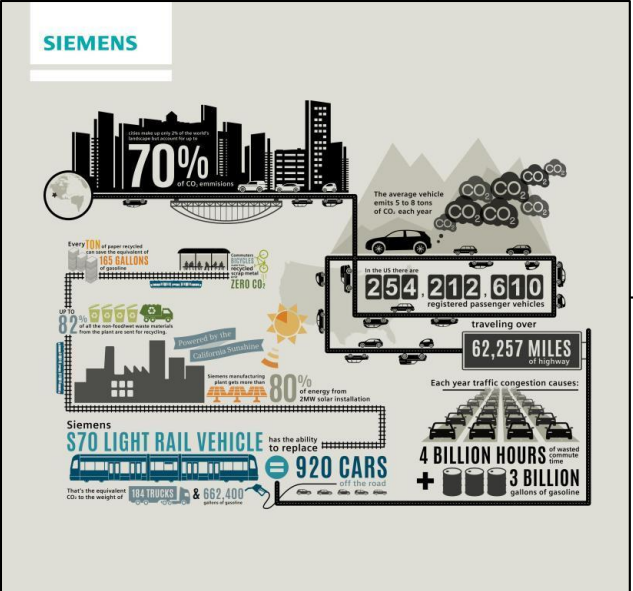


High Performing Solutions from High Performing People
Mobility

With its comprehensive portfolio of vehicles, services and solutions built in the United States, Siemens is providing the solutions to keep America moving forward.

Siemens' Sacramento, California rail manufacturing plant is a leader in providing rolling stock and related services. Its portfolio covers the full range of vehicles – including light rail vehicles and streetcars, locomotives, and passenger coaches, all built right here in the United States at a manufacturing plant powered almost entirely by a 2 MW solar installation.

The company's Sacramento plant builds rolling stock from start to finish: design, engineering, car shells, bogies, sub-assembly, final assembly and testing all while leveraging sustainable manufacturing practices. Currently, more than 850 people are employed at the 430,000-square-foot facility, on 60 acres of land. This includes 22 ready-to-build acres for a high speed rail center of excellence to manufacture trains.



Wall #1 - Welcome

Wall #3 – High Performing Solutions...

Wednesday & Thursday
February 25 & 26
10 am to 4 pm
SACRAMENTO CONVENTION CENTER
10th Floor, between I & J Streets

School groups wishing to coordinate a 30-minute presentation and tour with a Siemens engineer, please contact usa@siemens.com/mobility by Monday 10/1.

- You're invited to see the future of mobility, sustainability and speed. See the innovations that will reshape the way cities connect, and help drive our industry.
- Take a life-sized mezzanine of the Siemens High-speed train.
 - Talk to engineers and technical experts.
 - Learn about innovations in traffic management and reducing congestion.

It's free for admission.

Wall #2 – Sustainability Infographic

Sacramento Hot Spot Velaro Exhibit Visuals



SIEMENS

Monitor, View and Respond to Changing Traffic Conditions in Real-time

Siemens first cloud-based traffic management software for cities of all sizes

Real-time traffic updates allow operators to respond to conditions and change patterns in an instant, reducing congestion and increasing safety.

TACTICS smartGuard, a new cloud-based traffic management software not only increases the safety and efficiency of traffic operations as well as reduces congestion in an instant but also helps to reduce emissions.

The advantages of the system:

- Detailed traffic condition maps
- Second-by-second updates
- Easily change traffic plans at any time
- Improves rapid response to traffic incidents
- Doesn't require additional training for system operators

Software is hosted on a cloud-based system making it easier to operate and more cost-effective for cities of any size.

Wall #4 -Traffic Solutions

Wall #4 - eHighway



SIEMENS

Answers for Reducing Smog and Lowering Fossil Fuel Consumption

e-Highway Demonstration near the Ports of Los Angeles and Long Beach

Mobility

Electrified catenary system offers economically attractive and environmentally friendly solution to transport goods on highly frequented routes near the two largest Ports in the U.S.

When most people think of vehicle emissions, they assume cars do most of the damage, but it's actually commercial trucks that are largely to blame. By 2030, carbon dioxide emissions are forecasted to jump 30% due to freight transport alone.

Siemens will install an eHighway system demonstration in the proximity of the ports of Los Angeles and Long Beach to connect to cargo centers. The technology can also be expanded to allow trucks to travel through densely populated cities.

Essentially, all that is needed is a hybrid diesel electric freight truck with built-in technology and software to connect to overhead electrified wires. The economic logic of the eHighway system is very compelling for cities like Los Angeles, where many trucks travel a concentrated and relatively short distance.



SIEMENS

The Velaro Family

34 Velaro Spain The fastest series production trainset: 240 mph without modifications	240 Velaro China The pioneer in localization: more than 200 trains locally built	16 Velaro Russia The climate expert: from -58 °F to +104 °F	16 Velaro Germany The flexible European: four-system train for cross-border use	10 Velaro Eurostar The tunnel specialist: high operational safety for the Eurotunnel!	7 Velaro Turkey The economy driver: connecting Turkey's activity centers
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Every minute spent in congestion on over-burdened roads and highways is economic activity lost. The unparalleled experience of high-speed trains will soon draw passengers out of the air, off the road and onto the rails. Case in point: The Velaro in Spain, traveling from Madrid to Barcelona, quickly boosted rail's market share to over 50 percent in the first year of operation.

Velaro is the best in its class globally and boasts an impressive availability rate. In Spain, it has covered more than a million miles without any delays. The result: confidence grows and ridership surges.

Wall #4 – Velaro Family

Elected Officials who Visited The Velaro Mock-up

- Senator Cathleen Galgiani and Staff
- Senator Wieckowski and Staff
- Senator Mark Leno and Staff
- Assembly-member Jim Cooper and Staff
- Michael R. O. Martinez, Office of the Governor
- Nick Hardeman, Assistant to the Speaker of the Assembly Toni Atkins
- Mike Erke, Leg Director for Senator Lois Wolk



Siemens USA Home Page Feature [Feb 25th + 3 weeks] Increase Mobility Awareness – Innovator with Local Roots

SIEMENS



SIEMENS

Future Makers

800 people at our Sacramento facility design and build the world's most innovative rail technologies.

Siemens USA | Contact | Social Media & News

Products & Solutions

Product Groups | Product Search & Index | Market-Specific Solutions

- > Automation Technologies
- > Building Technologies
- > Consumer Products
- > Smart Grid Solutions
- > Drive Technology
- > Energy
- > Financial Services
- > Healthcare
- > Low and Medium Voltage Power Distribution
- > Mobility
- > Services

Core Topics

Mobility Brand spot focused on Siemens Sacramento Rail facility with updated image + teaser text relating to California event

News & Topics



Built for Speed in Sacramento

Siemens hopes to take an active role in bringing high speed rail to California, building upon a 30 year history of producing trains in its Sacramento manufacturing facility. ↗

Same Day News Update to feature Sacramento Bee article

Moving California: Transportation for Tomorrow ↗

Link to event site

Mobility Web Feature: Moving California Amplify Siemens Presence via Local Events + Enable Portfolio Exploration

SIEMENS

Moving California
Transportation for Tomorrow

Event Details Innovations in Transportation

Siemens is at the forefront of mobility, sustainability and speed. See the innovations that will reshape the way cities connect, and help drive our economy.

California's record of game-changing infrastructure improvements solidifies its position as an economic powerhouse. The future of transportation in California is focused on improved quality of life. People want to spend less time on congested roads and more time enjoying the great qualities this state has to offer. To do that, we need to lessen travel times, improve traffic flow in cities and reduce the effects of CO2 emissions.

See Our Real-Size High Speed Train Replica

Siemens is hosting the "Moving California" event at the Sacramento State Capitol. We are taking a look at the future of transportation and the innovations that will change the way we Move California.

- Tour a life-sized mock-up of the Siemens high speed train
- Talk to local engineers and technical experts from our Sacramento manufacturing plant
- Learn how innovations in traffic management can reduce smog

Event
February 25, 5:00 pm PT / 8:00 pm ET
[View the event](#)

Watch the live feed of the first event in The Atlantic's Bold Bets series, as they convene California stakeholders in policy and economic development to consider the key infrastructure projects changing the landscape of mass movement. From rail to highway systems, California has taken center stage in the transportation conversation. Is California, in fact, on the move? — and where may it be headed?

Email us with any questions or concerns:
mobilitycommunications.ic@siemens.com

Add the event to your calendar:

- Add Wednesday, 2/25, 10AM - 4 PM
- Add Thursday, 2/26, 10AM - 4 PM

Event “Home” Base Featuring

- Mock-Up and Bold Bets Event Details
- Mock-Up Registration for School Groups
- Access to Bold Bets Live Stream and Replay
- Background Information on US Mobility Innovations
- Linkages to Explore US Mobility Solutions Including Brochure Downloads
- “Contact” Us

Siemens Owned Social Media

- Siemens USA channels: Twitter, Facebook, Google+, Global LinkedIn
- Reach across channels: over 300K impressions
- Engagement (RTs/mentions, likes, shares, etc): 2.3K across channels
- Clicks to *Moving California* and *High Speed Rail Solutions* web pages: 100+

Most influential tweet: 400 actions, 2K video views

SiemensUSA @SiemensUSA · Feb 25

Made in California, for California, #MovingCalifornia. Watch Siemens #Sacramento #transpo in action:

SiemensUSA




How do we move California?

67 92 View more photos and videos


SiemensUSA @SiemensUSA · Feb 25

Visit the #HSR mock-up at #CA State Capitol. Can it play a role in #MovingCalifornia? @BobWieckowskiCA takes a tour




SiemensUSA @SiemensUSA · Feb 18

#Transpo is in our DNA: diesel-electric locos & world's first #ehighway are #MovingCalifornia: ow.ly/Jcc0S



SiemensUSA @SiemensUSA · Feb 18

What could #MovingCalifornia look like? Check out full-size #HSR mock-up 2/25 & 2/26 at #CA State Capitol #BoldBets:



Moving California
w3.usa.siemens.com
Read more

123 173

Mobility Sacramento

Siemens Owned Social Media: Facebook & Google+

Most influential post: 2.5K actions
88K video views

SIEMENS Siemens USA
Posted by Jane Smith [?] · February 25 at 12:14pm · 🌐

Made in California, for California, Moving California. Watch Siemens' Sacramento-built transportation in action:



195,904 people reached

[Boost Post](#)

SIEMENS Siemens USA
Shared publicly · Feb 25, 2015 #Sacramento

Made in California, for California, Moving California. Watch Siemens' Sacramento-built transportation in action:



**Building with 200
40 in Sacram**

SIEMENS Siemens USA
Posted by Hootsuite [?] · February 25 at 3:02pm · 🌐

+10 ↻ 1

 **mahdi neshatyazdi**
Feb 25, 2015
I like overhead catenary

Today! Tune in: California transportation experts discuss how the future of mobility takes center stage in Moving California at 8pm ET/5pm PT
#BoldBets: <http://ow.ly/JDH1r>



677 people reached

[Boost Post](#)

Owned: Internal Communications



Siemens USA Intranet

Moving California - Explore the future of transport

In front of the Sacramento Capitol

The points are switched, the signals are on green: the United States of America is preparing to enter the era of the high-speed railway. In an international call for tenders, the rail industry has been challenged to offer fast trains for the new high-speed line cutting right across the Federal State of California – and then to manufacture these trains in the USA. Siemens has entered the race with its premium product, the Velaro.



The mock-up

Siemens is an established urban transport system running in the USA!



The Future of Mass Transit in California: Tune in to Watch the Discussion

James Lukach (2015-02-25 14:13)

No comments 102 visits

Watch the live feed of the first event in The Atlantic's Bold Bets series, as they convene California stakeholders in policy and economic development to consider the key infrastructure projects changing the landscape of mass movement. From rail to highway systems, California has taken center stage in the transportation conversation. Is California, in fact, on the move? — and where may it be headed?

MORE

News for all Mobility Employees Mobility on the Move

"It doesn't matter who you are, where you come from. The ability to triumph begins with you. Always."

- Oprah Winfrey **Mobility to Host Special Event at California State Capitol**

- Top Business News
- ✓ All Aboard Florida
- ✓ Busiest Trolley (1)
- News You Can Use
- ✓ Mobility to Host



Mobility is hosting a special "Moving California" event at the California State Capitol in Sacramento on Feb. 25 and 26. We're bringing an exhibit to the Capitol to show the public how innovative transportation solutions reshape the way cities connect and help drive the economy.

Innovating Our Future: Made in Sacramento

How Global Innovation Makes a Local Impact

Monday, March 2, 2015 2:23 pm EST

By: Michael Cahill, President, Siemens Rolling Stock



Over the last three decades, Siemens has been building more than just trains at our [Sacramento rail manufacturing facility](#); we've been building meaningful, skilled jobs. When our Sacramento facility opened up in the mid 80's, there were 34 people working here on a single contract. Almost 30 years later, there are now more than 800 employees at our facility.

This growth personifies our belief that our country is in an age of rail advancement. As our facility has evolved with technology and innovation, our workforce has grown along with it, contributing to the cutting-edge trend of mass movement in the U.S.

Last year our own Edgar Gonzalez, Bogie Assembler, at our Sacramento plant was featured on our [national commercial](#) talking about the pride he felt being a part of transportation's mass movement in the U.S. As a Bogie Assembler, he constructs the truck that is under the car shell of locomotives and light rails, allowing the vehicles to move and stop. He's been at Sacramento for four years, and he's going to school to become a Mechanical Engineer.



Shared Media

Partner Social Media

General Storyline/Event Impressions

- #MovingCalifornia: 2.4 million
- #BoldBets: 2.1 million

Participants in the conversation included"

- The Atlantic
- CBS Sacramento
- Mass Transit Magazine
- Sacramento Bee Editorial Board
- Representative Doris Matsui
- Assemblyman Jim Cooper
- Senator Bob Wieckowski

 **Jim Cooper** @AsmJimCooper · Feb 25
Checking out the mock-up of a High-Speed Rail train on display at the Capitol. Siemens, located in my... [instagram.com/p/zil-0yN2a7/](https://www.instagram.com/p/zil-0yN2a7/)

← ↻ 2

 **Rep. Doris Matsui** @DorisMatsui · Feb 25
Good convo about support for high speed rail in Sacramento #boldbets

 **AtlanticLIVE** @Atlantic_LIVE · Feb 25
Leading up to tonight's #BoldBets, @Siemens displayed a High-Speed Rail train at the Sacramento State Capitol



← ↻ 4 ★ 4

 **SacBeeEditorialBoard** @SacBeeEditBoard · Feb 24
Bruce Maiman: One day, we'll wonder what all the fuss about high-speed rail was about [sacb.ee/2A4I](https://www.sacb.ee/2A4I)

← ↻ 2 ★ ...



← ↻ 4 ★ 7 ...

[View more photos and videos](#)

Shared LinkedIn Post & Siemens YouTube

Posting event content on Siemens YouTube Channel

- Hot Spot Webisode
- Dan Richard Interview



Eric A. Spiegel

How global innovation is making a local impact. Hear from employee, Edgar Gonzalez, at our Sacramento rail manufacturing facility. Read the blog post here: <http://ow.ly/JQdtz>



Innovating Our Future: Made in Sacramento

ow.ly · Over the last three decades, Siemens has been building more than just trains at our Sacramento rail manufacturing facility; we've been building meaningful, skilled jobs. When our Sacramento facility opened up in the mid 80's, there...

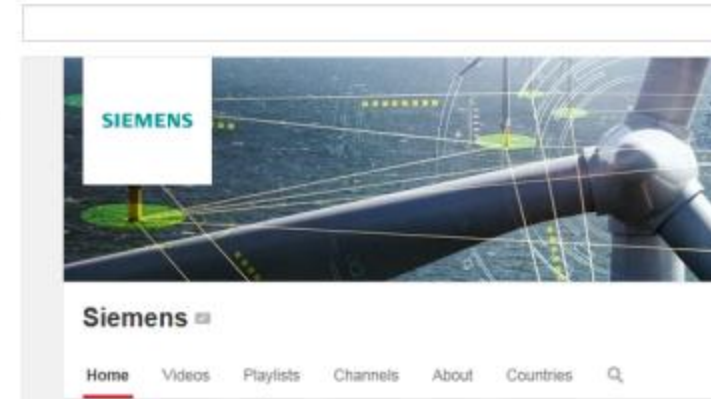
Like · Comment · Share · 1s ago



What to Watch

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- Education
- Movies
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All Updates ▾

Earned Media Over 80 Million Media Impressions

The event received significant regional coverage, with all local print, broadcast, radio and online outlets covering the event in Sacramento – **Over 80 million media impressions were made.**

Advanced access was offered to the Sacramento Bee's transportation reporter to tour the mock-up and rail manufacturing plant, and to meet with executives. This resulted in an in-depth article published the day of the event, "Siemens promotes its Sacramento home base in bullet-train pitch." The online version included a photo gallery and video interview, and the print feature ran on the front page of the Metro section.

There were more than 50 pieces of coverage spanning print, online, and broadcast. All local television affiliates covered the event: ABC, CBS, NBC, FOX, CW and a statewide cable network.











Samples Broadcast Media



Media Manufacturing Plant Tours & International Media Coverage

Siemens offered media tours of its Sacramento rail manufacturing plant to key reporters including:

- The Sacramento Bee
- Reuters
- U.S.-based German correspondents



SIEMENS GLOBAL PRESS

ICE for America

"Handelsblatt" writes about California's plans to build a high-speed train to connect the cities of Sacramento, San Francisco and Los Angeles. The first test drives are to be carried out in two years, the first track section is to be operational by 2022, the entire route in 2029. The US\$68 billion project is put out to tender by the California High-Speed Rail Authority, the website notes, adding that US\$1 billion will be paid for the first 15 trains, to be built by companies such as Siemens, Alstom or General Electric. In this context, the paper notes that Siemens has set up a wooden model of a high-speed train in Sacramento to promote its product. This story is also covered by "Frankfurter Allgemeine Zeitung", "Süddeutsche Zeitung" and "Handelsblatt.com".

Handelsblatt, page 26

Handelsblatt

Internet and Video News Release Portal

Siemens Moving California

SIEMENS

ALL VIDEO (23) IMAGES (16)

News from:
Siemens Corporation
www.usa.siemens.com

Links:
Siemens Moving California
Bold Bets: California on the Move?
New Amtrak Locomotives
San Francisco Light Rail
All Aboard Florida
US Transp Sec Visit
eHighway Demonstration
Software Grant

Documents
Siemens Moving California Fact Sheet

Comprised of video clips and sound-bites for media to use in their reporting.

Links to general mobility content and information

Thank You!



Siemens Moving California
More than 3000 visit high-speed
rail exhibit at State Capitol