

Brightline to implement state-of-the-art inventory and reservation system

- **Brightline to implement Sqills S3 Passenger system**
- **Implementation to support service expansion to Orlando**
- **Increased capacity, improved passenger experience**

Brightline will begin implementing S3 Passenger, the inventory, ticketing, and reservation system offered by Sqills, a Siemens Mobility subsidiary, beginning with revenue service connecting Orlando. Brightline currently operates in Florida between Miami, Aventura, Fort Lauderdale, Boca Raton and West Palm Beach with its Orlando station beginning service in 2023.

The latest in inventory and reservation software, S3 Passenger, will support Brightline as the company scales up operations to begin long-haul service to Orlando. The new system will allow Brightline to optimally manage and maximize seat utilisation, for higher capacity and yields.

“Brightline is the leader in American intercity rail travel and digital implementation. The latest investment into our S3 passenger solution will not only enhance Brightline’s ability to deliver a high-end luxury experience, but also provide critical data analytics to make operations more efficient,” stated Marc Buncher, CEO of Siemens Mobility. “Over the past decade we’ve partnered with Brightline as they have re-envisioned rail travel in America, delivering 10 trainsets and supporting them with real-time predictive maintenance and now we’re looking forward continuing the added enhancement of ticketing and reservation management.”

“Brightline makes it easy for passengers to get on board, skip traffic, and arrive in the heart of Florida’s top destinations,” said Bart van Munster, Sqills CEO. “The fact that customers can easily book tickets online or through an app only further

highlights the convenience public transportation can offer. Because we believe in the future of rail transport as an affordable, accessible, and more sustainable alternative to car or air travel, S3 Passenger and Brightline are perfect match.”

Brightline is designed to reinvent travel and take cars off the road by connecting city pairs and congested corridors that are too close to fly and too long to drive. The company provides fast, efficient, hospitality-driven transportation featuring the latest in the customer-friendly amenities.

“At Brightline, we pride ourselves in reimagining train travel and the goal of our Technology and Digital Innovations team is to continuously improve upon the entire guest journey – from at home, to our stations, on board our trains, and all the way through to their final destination,” says Kevin T. McAuliffe, chief technology officer, Brightline. “Ensuring our guests have the necessary tools to travel confidently, consistently, and safely is priority to our teams. The launch of S3 Passenger is a next step to make certain our guests can book their train travel with ease, access their trip details fluidly, and spend all of their time enjoying the ride.”

With more than 1.2 million passengers last year, Brightline offers a hospitality-driven experience for its riders and a modern booking system which offers the ability to make seat selections and personalized booking choices to fit their needs.

The implementation of S3 Passenger is the latest chapter in the partnership between Siemens Mobility and Brightline. Siemens Mobility provides the Venture trainset fleet alongside proven maintenance solutions and the latest in digital monitoring and analysis to guarantee fleet availability. After VIA Rail, Brightline is the second Siemens Mobility customer in North America to invest in Sqills’ S3 Passenger.

About Sqills

Sqills is a subsidiary of Siemens Mobility and has developed the leading mainline pricing, inventory, reservation, and ticketing software for the public transport industry - S3 Passenger. Customers use S3 Passenger to manage their rail and bus inventory, distribute it and support operational procedures and after-sales. Thousands of out-of-the-box features allow rail and bus users to benefit from proven technology, short time to market, and powerful self-services. S3 Passenger

is a fully scalable and modular platform. With more than 37 operators across 10 countries, S3 Passenger supports the public transport industry's goal of becoming the customers' preferred mode of transport.

Further information available at: skills.com

About Brightline

Brightline is the only provider of modern, eco-friendly, intercity rail in America. The company currently serves Miami, Aventura, Fort Lauderdale, Boca Raton and West Palm Beach with its Orlando station beginning service in 2023. Brightline was recognized by Fast Company as one of the Most Innovative Companies in travel, offering a guest-first experience designed to reinvent train travel and take cars off the road. Brightline plans to bring its award-winning service to additional city pairs and congested corridors across the country that are too close to fly and too long to drive, with immediate plans to connect Las Vegas to Southern California. For more information, visit www.gobrightline.com and follow us on [Facebook](#), [Instagram](#), and [Twitter](#).

This press release is available at: <https://sie.ag/3muDbZw>

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Siemens Mobility is a separately managed company of Siemens AG. As a leader in transport solutions for more than 175 years, Siemens Mobility is constantly innovating its portfolio. Its core areas include rolling stock, rail automation and electrification, a comprehensive software portfolio, turnkey systems as well as related services. With digital products and solutions, Siemens Mobility is enabling mobility operators worldwide to make infrastructure intelligent, increase value sustainably over the entire lifecycle, enhance passenger experience and guarantee availability. In fiscal year 2022, which ended on September 30, 2022, Siemens Mobility posted revenue of €9.7 billion and had around 38,200 employees worldwide. Further information is available at:

www.siemens.com/mobility.