

**Mitglied:**Handwerkskammer Südwestfalen
Ingenieurkammer Bau NRW
BWE, DVGW, DGS, VBI, VDMA
EN 15085-2, CL1/4 TÜV Zertifikat
DIN ISO 9001:2000
Bundesverband der Windenergie
HWK Südwestfalen (Installationsbetrieb,
Heizung, Lüftung, Klima, Sanitär,
Holzbau/Zimmerei)**Locations in Europe, Asia, Africa and South
America**

German Court Registration: AG Siegen, HRB 7799

Bankverbindung:
Commerzbank Siegen
BLZ: 460 400 33
Konto-Nr.: 832865000
Kontoinhaber: Steiner Technology Group GmbH

R.B.U.G. Overview

Member of Steiner Technology Group**R.B.U.G. is:**

- The World-wide **COMMUNITY** of Users and Interested on Rolling Stock
- The Point of **REFERENCE** for Users, providers and all interested parties
- The International **FORUM** for Rolling Stock

Reasons for founding the Railways & Bogie User Group

Rolling Stock Associates and their suppliers are located around the world in various regions, states, cultures and political systems.

It is our aim to provide important information and contacts to all interested parties within the Rolling Stock Market in order to reduce all risks for customers and suppliers.

We have established a joint communication performance and a platform for information and knowledge. We provide communication, information, research and analysis of Railway Technology.

The International Railways & Bogie User Group was found in 2001 during the 1st International Bogie & Railways Symposium in Dubai by Dr. Thomas Steiner. Dr. Thomas Steiner, citizens of Germany, is still today the President of Railways & Bogie User Group.

Dr. Thomas Steiner



Dr. Thomas Steiner is one of the founder of RBUG.

- Mechanical Engineer (State University Degree / M.Sc.)
- Master of Business Administration (MBA)
- Master of Business Marketing (MBA)
- PhD in Marketing / Management (European State University)
- Since 1990 Consultant and Sales Engineer in the Industrial Section
- Membership in several German Engineer Association (VDI/VBI e.V.)

Objectives

The reasons specified indicate clearly that a cooperation between the Rolling Stock manufacturer, the customers and users, suppliers, rail authorities and consultant enterprises on the basis of joint communication performances is quite reasonable. The Railways & Bogie User Group "R.B.U.G." provides a foundation for this fact. The User Group promotes:

- Information on the application, usage of and experience with different products, especially the bogies and their components
- The exchange of experiences between users
- The passing over of members wishes for the further development of Rolling Stock and extension of same to the manufacturer or distributor.

For this purpose, the User Group will:

- Maintain a world-wide internet page as central interface of communication
- Create regional working groups on a worldwide base
- Organize conferences, meetings, seminars, lectures and affiliated exhibitions
- Maintain ongoing feedback-improvement loop
- Usage and usefulness of Bogies as a whole effectiveness of individual system features
- Build up of information and cooperation potential
- Release publications and Newsletters

The User Group maintains close relations with the respective users organization and authorities.

Characteristics

The R.B.U.G. serves as a forum for the exchange of ideas and experiences in connection with products, solutions and services in Rolling Stock. In the process, beside the technical issues, personal contacts are established within the User Group for the purpose of obtaining information on new projects or bringing reference projects close to the staff of the rail corporations.

Further characteristics are to press on with standardization projects and to receive broad acceptance for these efforts in the rail corporations. On the part of the customer, the R.B.U.G. User Group is visited by technicians, businessmen and technical management. The most enterprise representatives are involved in the procurement decision with various degrees of intensity and belong to diverse project-related Buying Centers.

This User Group is therefore the ideal platform for communicating the desired information to a wide range of customers.

User Group meetings are held 1-2 times yearly in various locations and are partly sponsored or supported by the Railways & Bogie User Group. In these meetings, the rail corporations and their representatives and staff shall have the means of exchanging experiences over projects and establishing the respective contacts with own working colleagues as well as with Rolling Stock specialists and their suppliers. The great advantage of this exchange for the rail corporations is to exchange detailed experiences and information with other rail corporations and to be able to discuss about new projects and technologies. From the working cooperation and the behavior of the participants, passive and active members can be typified. Active members are representatives from the rail corporations who are able to take advantage of a stock of resulting experience in Rolling Stock on the basis of already realized projects or are in the midst of a system or provider evaluation. On the contrary, passive members attempt to participate on the basis of the efforts and experiences of the active members. Consequently, it is the aim of the R.B.U.G. User Group leadership to overcome the passiveness of the individual members in order to thereby be able to represent a uniformed opinion with consistent and concrete requirement in conjunction with externally strengthened authority before the various providers through intensified information campaign directed at the users and the expansion of the User group channels. For this purpose, the R.B.U.G. provides

valuable information and the future roadmap of product development. Furthermore, specially active members are supported or built up through additional training as opinion leaders with the power of information and expertise. Such staff may thereby advance as "Consultants" within the rail corporations. The distribution of the results of the R.B.U.G. User Group is performed regularly through the world-wide accessible internet page, through oral and written reports, through publications in specialist newspapers and lately by email directly to members.

The distribution of the results and information is done by members to the areas of technology, production, research and procurement in the respective rail corporations. The foregoing submissions have revealed clearly that the R.B.U.G. User Group has on one hand, an informative function and on the other hand, is attributed a driving force for steering and advancing the purchasing process. It has become clear that the rail corporations utilize this instrument for the acquisition of such experiences that other rail corporations have gained using the technical solution of bogies in other regions. This fact represents a major act in view of the reduction or elimination of the above-named transaction-specific risks within the framework of the procurement process of the rail corporations. From the R.B.U.G. viewpoint, the R.B.U.G. thereby functions as a mouthpiece in view of the transaction-influencing experience and confidence characteristics also derived from the strongly integrative performance creation process. Consequently, it is an objective of this conception to on one hand, utilize the good experiences of the rail corporations and on the other hand, allow the rail corporations an autonomous information distributor status within the R.B.U.G. User Group to enable the circulation in this institution, of the information of a "neutral" user.