

Solna, 11 February 2016

## Nobina achieves top customer satisfaction ratings

**Nobina has garnered excellent quality results in the industry's major survey of the Swedish market, the Public Transport Barometer (*Kollektivtrafikbarometern*) 2015.**

In Värmland, where – with the exception Karlstad –all bus public transport is operated by Nobina, 88 per cent of customers were satisfied or extremely satisfied with their public transport. The citizens of Värmland thereby share first place as regards customer satisfaction with the citizens of Norrbotten. A study of the urban areas with the highest customer satisfaction rates reveals that Nobina operates the services in five out of the ten cities where customers give their public transport the highest marks. In Umeå, Falkenberg, Örnsköldsvik, Landskrona and Nyköping, the customer satisfaction rate as regards the most recent journey was between 85 and 89 per cent .

The Public Transport Barometer 2015 is a really fine testament to our strategic quality work. We are working systematically on an entire range of issues, from providing our drivers with the right conditions to equipping the vehicles for customer comfort. This results in more satisfied customers and, hopefully, also leads to more people choosing public transport,” says Jan Bosaeus, President of Nobina Sverige.

“Our successes are, of course, also due to the fact that the PTAs provide us with the right conditions. In Värmland, quality evaluation was a factor in the PTA’s most recent contract award, with positive customer experience being included in the traffic contract, thereby providing a correct target structure for our cooperation. This benefits us and Värmlandstrafik as cooperation partners, but first and foremost it benefits our joint customers,” says Jan Bosaeus.

### **For further information, please contact:**

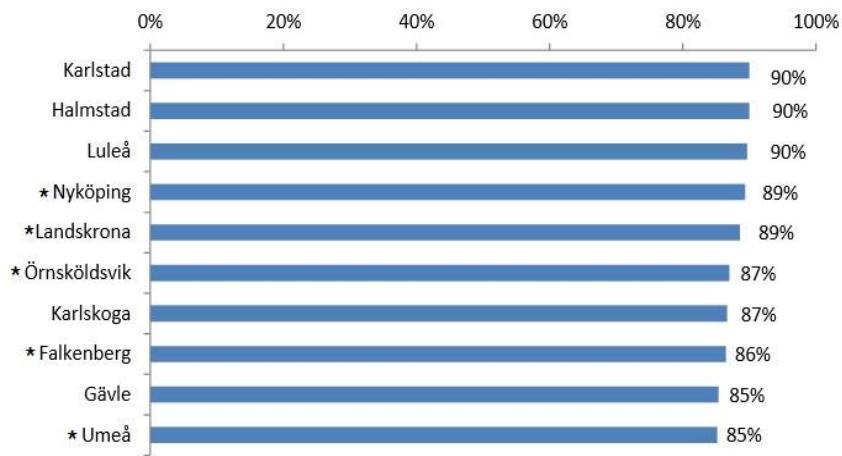
Maryam Yazdanfar, Head of Public Affairs and Communication, telephone 070-187 28 42  
Ingrid Håkanson, IR-manager Nobina AB, telephone 08-410 650 51

- Attachments:  
Extract from the Public Transport Barometer 2015; for more information, see  
<http://www.svenskkollektivtrafik.se/>

## Satisfaction with latest trip, per county

Nöjdhet senaste resan kunder	2011	2012	2013	2014	2015
Norrbotten	88%	87%	91%	88%	88%
Värmland	86%	86%	89%	86%	88%
Gotland	85%	87%	86%	85%	87%
Gävleborg	82%	85%	82%	80%	85%
Jönköping	76%	83%	86%	85%	85%
Västmanland	79%	83%	84%	86%	85%
Blekinge	81%	85%	85%	83%	85%
Halland	80%	79%	80%	81%	84%
Örebro	75%	81%	84%	82%	83%
Kronoberg	77%	78%	81%	86%	83%
Uppsala	79%	83%	83%	82%	83%
Kalmar	79%	83%	81%	81%	83%
Västerbotten	62%	82%	83%	86%	83%
Södermanland	79%	79%	78%	80%	82%
Jämtland	86%				82%
Västernorrland	81%	82%	84%	81%	81%
<b>Riket</b>	79%	80%	80%	81%	81%

## Satisfaction with latest trip, top ten per town



\*Towns in which Nobina conducts the public transport services

### About Nobina

Nobina is the largest and most experienced public bus transport service provider in the Nordic region. The Company's expertise in prospecting, tendering and active management of public bus transport contracts in combination with long-term delivery quality makes Nobina an industry leader in terms of profitability, development and initiatives that promote a healthier industry. Every day, Nobina ensures that more than one million people arrive at work, school or other activities by delivering contracted public bus transport services in Sweden, Norway, Finland and Denmark. In addition, Nobina offers express bus services under the Swebus brand in the Swedish market. The Company has approximately 7,600 full-time equivalent employees and is headquartered in Stockholm. For more information, visit: [www.nobina.com](http://www.nobina.com)