

News

June 2020

Rewards for using the Rola.

Truck drivers using the Rola ten times receive an ARAL voucher worth EUR 20. This campaign is Ralpin's way of saying thank you to all those loyal drivers choosing the rolling highway to cross the Alps.

Drivers simply have to ask for their loyalty cards at the terminals in Freiburg i. Br. and Novara. Every trip on the transalpine Rola earns them one stamp on their card. After ten trips, they redeem their cards at the terminal in Freiburg i. Br. and receive an ARAL voucher to the value of EUR 20. This voucher can be redeemed at the ARAL filling station in the immediate vicinity of the Freiburg terminal. The loyalty card has the driver's name on it to ensure only the driver benefits from it. Once their cards are full, drivers can ask for another one as many times as they like.

This campaign is aimed at promoting the rolling highway as a sustainable and environmentally responsible means of crossing the Alps. Transit traffic is increasing again after the initial coronavirus crisis, so combined transport solutions like the Rola will continue to be the right answer in terms of providing fast, safe transportation between north and south. The rolling highway – a good move.

RAIpin AG at a glance

Headquartered in Olten, RAIpin AG operates the rolling highway (Rola) between Freiburg im Breisgau, Germany, and Novara, Italy. Every year, the company transfers 100,000 goods vehicles from road to rail. Under the rolling highway system, drivers embark their vehicles onto low-floor trains at the terminals and accompany their loads in a sleeping car. RAIpin's rolling highway service makes a significant contribution to the modal shifting of traffic from road to rail and to safeguarding the sensitive Alpine region.

The shareholders of RAIpin are BLS AG, Hupac SA and SBB Cargo AG.

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