

It's now rolling – Exider



For six months, work was carried-out on the A&D train under high pressure in a de-commissioned locomotive hall close to the Frankfurt main station. At the beginning of March, it finally departed for a presentation in Nuremberg from where A&D boss Helmut Gierse, with whistle, cap and signal, symbolically sent it off on its two-year world trip.

The grounds of the transformer factory in Nuremberg, today, PTD (Power Transmission Distribution) has a functioning rail siding and was, for five days in March, the first train station. The training courses for the personnel accompanying the train were kicked-off, the final modifications and corrections made and comprehensive documentation generated. The official opening with Dr. Klaus Wucherer, as representative of the Siemens Central Board and with representatives of the city of Nuremberg, was a truly successful start and an impressive PR event.

A&D want to reach-out to customers across the world with this new unique presentation concept. The "Experience world on wheels" goes to the customers and saves them costly trips to exhibitions.

The "Exider" train is 300 m long and comprises 14 container carriages with sophisticated multimedia presenta-

tions. The presentations include industry-sector solutions for the pharmaceutical industry, automobile production and machinery construction. "Exider" will visit 70 European cities in 22 countries before it visits main Chinese cities via the Trans-Siberian railway. "With the Exider, we want to go to our customers and take them on a trip through state-of-the-art industrial automation, drive, switchgear and installation technology", explained Peter Miodek, the Head of A&D GC (Group Communication), at the start.

"More info"

http://info.mchw.siemens.de/ukis/net-tv/siemens_tv_e.htm

http://intra1b.nbgm.siemens.de/mkomm/fairst_events/train/htm_76/index.htm

Here, you will find extensive information about Exider in the Intranet. This information also includes information about the actual route the train will take as well as a virtual trip through the train...



Their ideas and initiatives have put this train on the tracks and ensure that it will arrive at the right stations on-time, The A&D GC "Train promoters" from the left, Matias Ernst, Stephanie Stilkerich and Marcus Karst



What does "Exider" mean?

The search was for a dynamic name, which could be internationally used and understood. It should sound English and should create a conceptual link to the experience world "future of automation". There were several recommendations of which "Explorer" was the favorite. However, that is the name of a sports utility vehicle manufactured by Ford, which meant that it couldn't be used. The "Exider" name was made-up. It can't be found in any dictionary and it is intended to awaken positive associations to terms such as Express, Excite, Explore and Ride.