

# Speaking Notes

*Québec City, September 16, 2010*

**MARC LALIBERTÉ, PRESIDENT AND CHIEF EXECUTIVE OFFICER, VIA RAIL CANADA  
GARE DU PALAIS, QUÉBEC CITY  
CHECK AGAINST DELIVERY**

Mr. Robert, President of Communauto,  
Distinguished members of the press,  
Dear guests,

There is no need for me to mention just how proud I am of this new phase of collaboration between VIA and Communauto.

This is indeed a new phase since we announced the very first association with this organisation last May, by offering Communauto members 10% off tickets on trains destined anywhere in Canada.

This time around, what we are offering all passengers is extra convenience at an extra low price.

Just imagine yourself taking the train to Québec City, arriving at one of the most beautiful stations in the country – the Gare du Palais – escaping in your car for a little overnight getaway, returning your vehicle to a spot less than 100 feet away from the station, and getting back on board the train, all for \$99, train, car, gas, insurance and fun included!

What more could you ask for?

In addition to this "total comfort" promotion, what's important for VIA is that this mode of using the train represents an environmentally responsible and safe alternative to the automobile each time you need to take a ride for a few hours.

It's certainly no secret to anyone that, every day, thousands of people opt to use their car for travel! I am convinced that many of you even came here by car. It's the same thing when it comes time to make the trip from Montréal to Québec City – far too many passengers choose to take their car rather than opting for an environmentally friendly choice.

In spite of this, many are already making an environmentally responsible choice and opting to board the train.

So the purpose of today's offer is twofold:

1. Thank and encourage passengers who make the right choice; and
2. Raise awareness among motorists and encourage them to make the environmentally responsible choice when it comes time to travel between Montréal and Québec City.

Beyond the environmental footprint and safety aspect, passengers who choose VIA Rail discover a mode of transport that allows them to work and stay connected with their office while they are travelling.

And sometimes they are even teaching their peers a lesson in efficiency and punctuality. Let's take the example of passengers from Québec City who arrive in Montréal at 8:30 in the morning over the week. When these traffic episodes arise, nothing beats VIA Rail when it comes to crossing the bridges heading to Montréal.

Kudos to the Communauto team who does a remarkable job of coming up with sustainable development alternatives: it's much to their credit!

I encourage you to stay with us because, in just a few moments, Mr. Benoît and I will draw the winning name for a train+auto Combo for two between Montréal and Québec City!

Thank you for listening and enjoy the rest of your day!