



Licensed Territory Expansion Proposal

Current Licensed Territory: Bavaria

Requested Licensed Territory(s): Frankfurt - Rhein-Main metropolitan region

1. Please describe the status of your current Gray Line sightseeing operations by including details about the number and type of tours available, and the vehicles that you operate.
Gray Line Munich operates 18 Tours, eight in the city and ten day excursions with a passenger volume of approximately 450.000 guests. The fleet includes 13 open top double decker buses (Volvo, MAN) and over 60 luxury motor coaches (SETRA, Mercedes, Neoplan, MAN, Volvo).
2. Please describe the status of any other travel-related services that you offer as a Gray Line Licensee [E.G. DMC]. NON
3. Please describe the market(s) in which you are requesting to add to your Licensed Territory. Please include the following information:
 - a. Estimate the size of the new market in terms of annual projected passengers, gross sales or other metrics 40.000 pax hop-on hop-off
 - b. Explain how the new market(s) compliment your existing Gray Line operations
Frankfurt is the gateway to southern Germany – the homeland of Gray Line Munich. With this extension the geographic reality will be implemented.
 - c. Explain why this should be incorporated as an expansion of your existing territory as opposed to a separate, new License.
The operation is fully integrated into the Munich business. Accounting, distribution and planning are all done at the head office in Munich.
4. Please describe your proposed operations in the new market(s) by detailing the Gray Line services to be offered.
Two hop-on hop-off routes with 16 stops. Two day excursions to Heidelberg and the Rhine River are currently under development.
5. Please indicate how long it will take to have Gray Line operations underway in the proposed Licensed Territory. Describe the steps that need to be taken to begin operations and provide a timetable for each action item.
As the operation is already on the ground as CitySighsteeeing Worldwide the only thing necessary is a rebranding of the vehicles and materials as well as the website. This Process has already started and will be accomplished by the end of the year 2016.
6. Conclusion: Please explain in detail all of the benefits of expanding your territory. Also include information that would support an expansion and an explanation of why applying for a new Gray Line License would not be a reasonable alternative.
With the extension of the Bavarian territory into the Rhein-Main region we are able to put the Gray Line brand back on the street in Frankfurt using our existing infrastructure and tools in Munich / Bavaria. The FRA operation is not designed to be run as a stand alone company it's interwoven with its Munich mother in all fields of daily bushiness.

Gray Line Worldwide

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7. Please Submit the Following Items with this Request:
 - A. One Copy of your current origin map (Included by GLWW)
 - B. One Copy of your proposed origin map (Provided by Applying Licensee)
 - C. \$7,500 USD License Amendment Fee (100% of the fee will be returned if the expansion is denied)





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