

## Abstract

Since the 19. century railway developed to the most important ground traffic system with an overwhelming social significance. At the beginning of the 20. century private rail societies had only few influence in the traffic policy of the German government. The nationalization of railway-concerns was the normal case. Pressure groups, who provided the policy of nationalization by the Chancellor Bismarck, earned a lot of profits therefore. The public monopoly hindered private narrow-gauge railways and produced in the railway system a lot of interruptions in the traffic-chain of railway. The political influence of the nationalized railway restricted itself to defensive actions with the object of protection its dominating position in the traffic sector.

Members of car pressure groups took successfully influence on the government and presented plans of a German motorway system. Despite of the efforts of the Deutsche-Reichsbahn-Gesellschaft to hinder the concurrence of motorcars and trucks, private cars had been more and more popular. The Nazi-government of Hitler promoted private cars and started the construction of the German motorway web - which was supported by the Deutsche Reichsbahn. After the 2nd World War the dualistic organization of the traffic market still existed. The influence of car pressure groups in the public traffic policy grew very rapid. The authority „Bundesbahn“ tried not to influence public traffic policy. The lobbying of car and streetbuilding pressure groups was very successful (Example: introduction of the Kilometerpauschale). Freight traffic policy still was protection of the Bundesbahn. Private freight street traffic was hindered. With the beginning of the work of the "Regierungskommission Bundesbahn" members of train pressure groups influenced active and constructively an important process of the German traffic policy.

Public relations policies of modern large-scale enterprises are dialogue-orientated. A lot of workers of the DB AG and also a lot of politicians in Germany are in the year 2001 acting, as if the "Bundesbahn" still exists. This is an important reason for many misunderstandings between the leadership of the private DB AG and political actors in the traffic policy sector. On a longterm basis this could be a risk for the success of the DB AG.

In the political sector of regional planning exist a lot of prevailing conditions who, are influencing the competitive ability of the Deutsche Bahn AG. There are many models and objectives in regional development plans in Germany which should have restricted the increase in population in the surrounding area of stops of railways, but the realization of this had hardly success. Especially in the Baugesetzbuch are a lot of regulations which support private cars. The qualities of the motorcar and the railway-system are very different. This is corresponding to the political influence of car pressure groups and train pressure groups.

Targets of the influencing the political sector regional planning are (against the background of traffic moving from the street to public traffic and railways), to enlarge the accessibility of railway stops and to concentrate the future growth of population in the catchment area of connections to the railway system. This is a strategic objective, that influences the longterm success of railway concerns. With a lobbying-concept measures in the political sector of regional planning can be planned systematically. The proposed concept is influenced by the development of the historic conditional terms of the traffic system, furthermore a lot of practical experience - generated in nearly 50 interviews with political actors in Germany (traffic policy and regional planning) - had been considered.