



**ALL ABOARD  
FLORIDA**





STARTED WITH AN IDEA

An alternative to congested  
highways



# CENTRAL THESIS FOR PASSENGER RAIL

“Too long to drive, too short to fly”

Travel by car  
is  
unpredictable



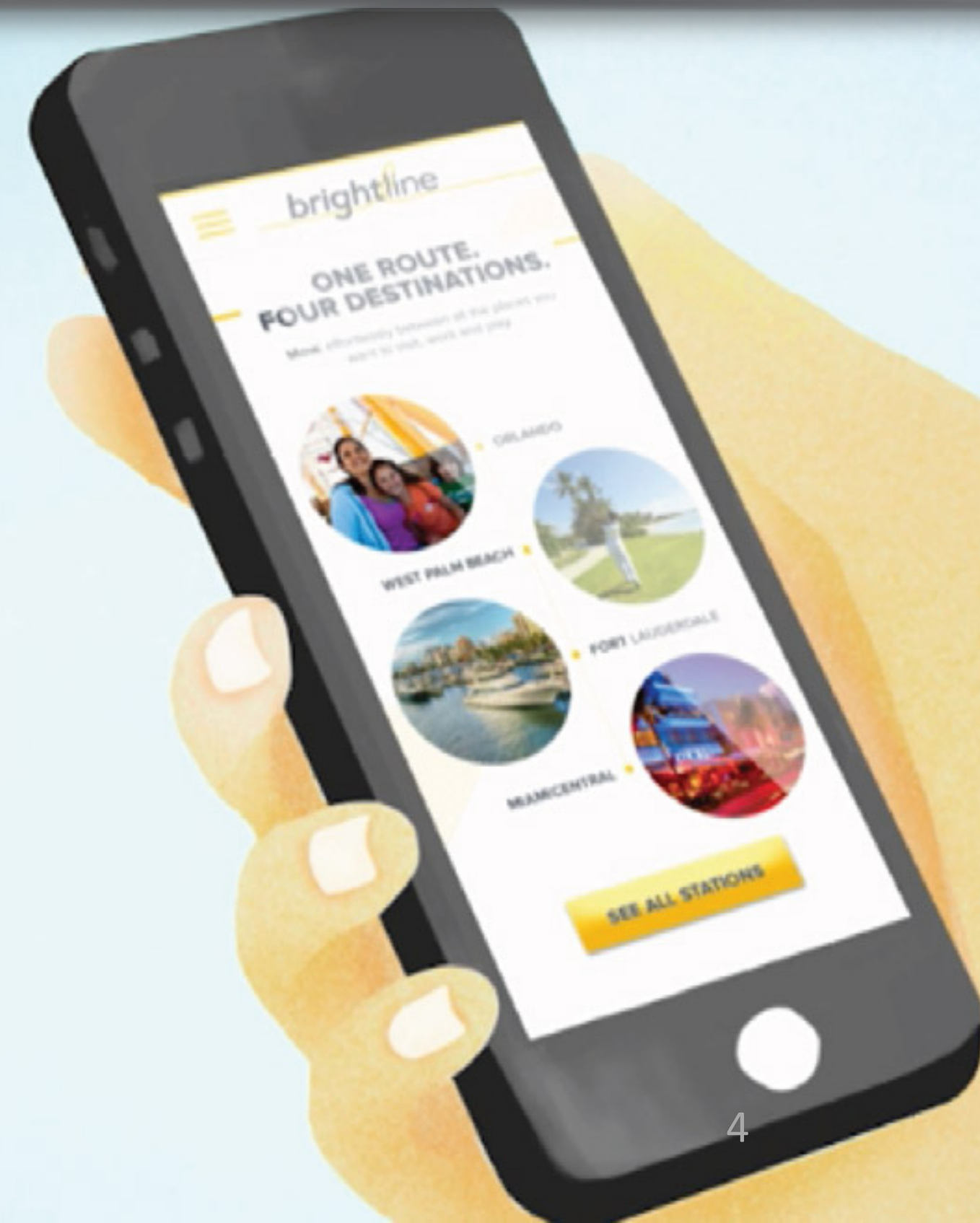
TIME	GATE	REMARK
2:50P	5	On Time
3:50P	9	On Time
4:05P	8	On Time
05P	1	Delayed
	9	On Time
	9	On Time

Travel by plane  
is  
uncontrollable

More Than **500m** Travelers Experience Limited and  
Challenging Mobility Options



# REINVENTING TRAIN TRAVEL





INTRODUCING

*brightline*

a smarter way to  
travel





