

VIA's Strategic Plan...

Moving Forward

OUR VISION

At VIA, we will be the Canadian leader of service excellence in passenger transportation.

OUR MISSION

We will work together to provide travel experiences that anticipate the needs and exceed the expectations of our customers.

OUR VALUES

CUSTOMER FOCUS

We appreciate and listen to our customers, and we innovate to provide the best passenger transportation experience at the best value for money.

RESPECT

We are human – people who respond with integrity to the needs of our customers, to each other and to the people and communities we serve.

PASSION

We are passionate about passenger rail and the role that it can play in the social, economic, and environmental development of Canada.

