

409326-2026 - Competition

Germany – Advertising services – Markterkundung: Marketingleistungen für Fahrzeugwerbung in /an Bussen & Bahnen

OJ S 113/2026 15/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Rhein-Neckar-Verkehr GmbH

Email: vergabe@rnv-online.de

Activity of the contracting entity: Urban railway, tramway, trolleybus or bus services

2. Procedure

2.1. Procedure

Title: Markterkundung: Marketingleistungen für Fahrzeugwerbung in/an Bussen & Bahnen

Description: Die Rhein-Neckar-Verkehr GmbH beabsichtigt die Vergabe von Marketingleistungen im Bereich Außenwerbung auf Fahrzeugen (Busse und Bahnen) sowie Fahrgast-TV. Ziel der Markterkundung ist die Identifikation geeigneter Marktteilnehmer, Technologien und Vertragsmodelle.

Procedure identifier: 527215dd-6c1a-4c8d-a9e2-e2c177ceef68

Internal identifier: 125-26-E13

Type of procedure: Other single stage procedure

Main features of the procedure: Es handelt sich nicht um eine Auftragsvergabe sondern zunächst nur um eine informative Markterkundung zur Vorbereitung eines formellen Vergabeverfahrens.

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341200 Advertising management services, 92111200

Advertising, propaganda and information film and video-tape production, 79340000

Advertising and marketing services, 79341400 Advertising campaign services

2.1.2. Place of performance

Country subdivision (NUTS): Mannheim, Stadtkreis (DE126)

Country: Germany

2.1.4. General information

Legal basis:

Directive 2014/25/EU

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2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Breaching of obligations set under purely national exclusion grounds: Es handelt sich um eine rein informative Markterkundung. Ausschlussgründe zur Markterkundung bestehen nicht.

5. Lot

5.1. Lot: LOT-0000

Title: Markterkundung: Marketingleistungen für Fahrzeugwerbung in/an Bussen & Bahnen
Description: Die Rhein-Neckar-Verkehr GmbH beabsichtigt die Vergabe von Marketingleistungen im Bereich Außenwerbung auf Fahrzeugen (Busse und Bahnen) sowie Fahrgast-TV. Ziel der Markterkundung ist die Identifikation geeigneter Marktteilnehmer, Technologien und Vertragsmodelle.
Internal identifier: 125-26-E13

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79341000 Advertising services
Additional classification (cpv): 79341200 Advertising management services, 92111200 Advertising, propaganda and information film and video-tape production, 79340000 Advertising and marketing services, 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Mannheim, Stadtkreis (DE126)
Country: Germany

5.1.3. Estimated duration

Other duration: Unknown

5.1.4. Renewal

Maximum renewals: 0

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not yet known

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

Additional information: #Besonders auch geeignet für:other-sme#

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Other economic or financial requirements

Description of selection criterion: Es handelt sich hierbei um eine informative Markterkundung. Es bestehen keine Anforderungen an die Eignung zur Teilnahme.

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: German

Address of the procurement documents: <https://www.ausschreiben24.com/#/pa/spbt12VnEfGBaQBQVqpGgQ>

Ad hoc communication channel:

URL: <https://www.ausschreiben24.com/#/pa/spbt12VnEfGBaQBQVqpGgQ>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.ausschreiben24.com/#/pa/spbt12VnEfGBaQBQVqpGgQ>

Languages in which tenders or requests to participate may be submitted: German

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Allowed

Deadline for receipt of tenders: 26/06/2026 18:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 0 Month

Information that can be supplemented after the submission deadline:

No documents can be submitted later.

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

Conditions relating to the performance of the contract: Keine Bedingungen, es handelt sich lediglich um eine Markterkundung.

Financial arrangement: Keine Bestimmungen, es handelt sich lediglich um eine Markterkundung.

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Rhein-Neckar-Verkehr GmbH

Information about review deadlines: Es handelt sich um eine informative Markterkundung.

Organisation providing additional information about the procurement procedure: Rhein-Neckar-Verkehr GmbH

Organisation providing offline access to the procurement documents: Rhein-Neckar-Verkehr GmbH

Organisation receiving requests to participate: Rhein-Neckar-Verkehr GmbH

Organisation processing tenders: Rhein-Neckar-Verkehr GmbH

8. Organisations

8.1. ORG-0000

Official name: Rhein-Neckar-Verkehr GmbH

Registration number: DE213122348

Postal address: Möhlstr. 27

Town: Mannheim

Postcode: 68165

Country subdivision (NUTS): Mannheim, Stadtkreis (DE126)

Country: Germany

Contact point: Vergabestelle

Email: vergabe@rnv-online.de

Telephone: +496214651730

Fax: +496214653214

Internet address: <https://www.rnv-online.de>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

Review organisation

8.1. ORG-0001

Official name: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)

Registration number: 0204:994-DOEVD-83

Town: Bonn

Postcode: 53119

Country subdivision (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Country: Germany

Email: noreply.esender_hub@bescha.bund.de

Telephone: +49228996100

Roles of this organisation:

TED eSender

Notice information

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