

Germany-Karlsruhe: Advertising services
OJ S 151/2023 08/08/2023
Contract award notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: VBK - Verkehrsbetriebe Karlsruhe GmbH

Postal address: Tullastr. 71

Town: Karlsruhe

NUTS code: DE122 Karlsruhe, Stadtkreis

Postal code: 76131

Country: Germany

E-mail: vergabestelle@vbk.karlsruhe.de

Internet address(es):

Main address: www.vbk.info

I.1. Name and addresses

Official name: Albtal-Verkehrs-Gesellschaft mbH

Postal address: Tullastr. 71

Town: Karlsruhe

NUTS code: DE122 Karlsruhe, Stadtkreis

Postal code: 76131

Country: Germany

E-mail: vergabestelle@vbk.karlsruhe.de

Internet address(es):

Main address: www.avg.info

I.2. Information about joint procurement

The contract involves joint procurement

I.6. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

V 62-22 Verkehrsmittelwerbung

Reference number: V 62-22

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Verkehrsmittelwerbung

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: DE12 Karlsruhe

Main site or place of performance: Karlsruhe

II.2.4. Description of the procurement

Vitrinenwerbung: 977 Stk. Fahrzeugaußenwerbung: 167 Stk. Fahrzeuginnenwerbung (Monitore): 349 Einheiten

II.2.5. Award criteria

Quality criterion - Name: Mindestvergütung / Weighting: 70,00

Quality criterion - Name: Vergütung Prozentual vom Umsatz / Weighting: 20,00

Quality criterion - Name: Konzept / Weighting: 10,00

Price - Weighting: 0,00

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Negotiated procedure with prior call for competition

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 246-711388](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a periodic indicative notice

Section V: Award of contract

Contract No: 1

Title:

V 62-22 Verkehrsmittelwerbung

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/05/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Ströer Media Deutschland GmbH

Postal address: Ströer-Allee 1

Town: Köln

NUTS code: DEA23 Köln, Kreisfreie Stadt

Postal code: 50999

Country: Germany

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 11 105 978,88 EUR

V.2.5. Information about subcontracting

V.2.6. Price paid for bargain purchases

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer Baden-Württemberg im Regierungspräsidium Karlsruhe

Postal address: Durlacher Allee 100

Town: Karlsruhe

Postal code: 76247

Country: Germany

VI.5. Date of dispatch of this notice

03/08/2023