

## PRESS RELEASE

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# Keolis, the new transport operator of Greater Bourg-en-Bresse, France

- From 1 January 2019, Keolis will operate all public transport services for the 75 communes in Greater Bourg-en-Bresse (*Agglomération du Grand Bassin de Bourg-en-Bresse*), France.
- The four-year contract will generate a cumulative revenue of 37.5 million euros.
- Keolis will review mobility in line with the scale of the new urban area, which since 1 January 2017 includes 75 communes (instead of the previous 15).
- The two main challenges of this contract will be the integration and management of several dozen school routes within the public service concession and the introduction of an on-demand public transport service to meet the scope of this enlarged urban area.

Following a tender process, the transport authority *Communauté d'Agglomération du Grand Bassin de Bourg-en-Bresse*, awarded Keolis the four-year contract for the management and operation of public passenger transport services in Greater Bourg-en-Bresse in eastern France (Ain department), including bus, on-demand transport, transport for persons with reduced mobility, bike-sharing system, electric shuttles and school transport.

This public service concession is important for the urban area of 130,000 residents which has grown from 15 to 75 communes on 1 January 2017. It will see a significant increase in the level of mobility for a region that has undergone major expansion.

The current network will gradually evolve to become a more modern, attractive and accessible network. Keolis will introduce a range of enhancements to the passenger experience and support the integration and management of several dozen school routes as part of the concession that were previously managed by the Ain department.

## New mobility services

To encourage multimodal journeys in the region, Keolis will deploy several new mobility solutions, including:

- The extension of the on-demand transport service to cover the entire Greater Bourg-en-Bresse area,
- The creation of an electric bike-share system (100 bicycles - 10 stations),
- The introduction of a 100% electric town centre shuttle service.

## A 100% connected transport service for better accessibility

A new set of digital tools will be created, including a website and a mobile application. This will enable passengers to find out about network services and book them online, including:

- A dynamic carpooling system,
- Services in the Cmabulle app. This innovative and collaborative app is provided by Keolis to allow families to share journeys for school runs and extra-curricular activities for their children, with complete peace of mind.

## A new image and a dynamic approach to encourage the use of shared mobility

To highlight the attractiveness of public transport and promote the improvements made, Keolis will enhance the image of the network with:

- A new name and visual identity,
- The launch of both digital and traditional initiatives to promote the network.

Frédéric Baverez, CEO for Keolis France, said: *“Keolis is proud of having gained the trust of the Communauté d’agglomération du Grand Bassin de Bourg-en-Bresse to help it implement its mobility strategy over an area that has expanded significantly. Working within a tightly controlled budget, this ambitious new contract will enhance the appeal of the network and offer solutions adapted to mobility requirements throughout the region.”*

## Key figures for the current network

4 million passenger journeys per year
7 city lines
Close to 20 suburban lines

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### Keolis

Leading the way in public transport, Keolis partners with public decision makers to make shared mobility an asset for cities and their communities. Internationally recognised as the leading operator of trams and automated metros, Keolis adopts an innovative approach with all its partners and subsidiaries (Kisio, LeCab, EFFIA, Keolis Santé and Cykleo) to develop new forms of shared and customised mobility, and reinforce its core business across a range of transport modes including trains, buses, coaches, trolleybuses, shared private hire vehicles, river shuttles, ferries, cycles, car sharing services, electric autonomous vehicles and urban cable cars. In France, Keolis is now the leader in medical transport services through the creation of Keolis Santé in July 2017 and positioned as the number two car park operator, through its subsidiary EFFIA.



The company is 70% owned by SNCF and 30% by the Caisse de dépôt et placement du Québec (CDPQ). Keolis employs 63,000 people in 16 countries and recorded revenue of 5.4 billion euros in 2017. Each year, over 3 billion passengers worldwide use one of the shared mobility services offered by Keolis. [www.keolis.com](http://www.keolis.com)

*\*Historically based in France, Keolis has expanded its operations in Australia, Belgium, Canada, China, Denmark, Germany, India, Luxembourg, Norway, Portugal, the Netherlands, Qatar, Sweden, the UK and the USA.*

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