

KEOLIS LAUNCHES FOR THE FIRST TIME IN FRANCE ITS NEW REAL-TIME AND ONDEMAND SHARED MOBILITY SERVICE IN THE BORDEAUX REGION

On 7 November 2018, Keolis launched for the first time in France KE'OP its new, dynamic shared mobility service on-demand, which will enable faster, easier and more comfortable journeys in the Bordeaux metropolitan area, to serve its major residential and business areas, an area that spans approximately 50 km² which includes the university campus, the airport and several hospitals. This new mobility service also provides connections to the public transport network of the metropole - notably tram lines A and B.

100% digital, this new service is available for a fixed price of 5 euros regardless of the distance of the journey within the dedicated zone. It is available from 6am to 9pm, Monday to Saturday.

To develop this new service, Keolis has drawn on its expertise in real-time, on-demand transport services already being operated in Australia (suburbs of Sydney) and the United States (Orange County). It has also been supported through its partnership with the start-up company, VIA.

WITH KE'OP, KEOLIS IS INVENTING A NEW MODE OF TRANSPORT IN THE BORDEAUX REGION

Residents, students and employees of Bordeaux will be able, through the KE'OP app, to book a journey in just a few clicks. They will be able to log on and choose their pick-up and drop-off points. In return, the app indicates the most convenient pick-up point near their indicated address, and gives a waiting time and the final drop-off point. The trips can be booked in advance or at the last minute.

AN 18-MONTH EXPERIMENT FINANCED BY KEOLIS

Keolis is investing in this new service over a period of 18 months to demonstrate the relevance of this new mode of travel in developing existing public transport networks in areas of medium population density. Thanks to its zonal coverage and real-time operation, this service provides a better response to the changing mobility requirements of users.

The design of the vehicles and the algorithms being used delivers more efficient journeys – through optimising the pick-up and drop-off points for passengers - thus helping to reduce the overall cost of the service.

The flexibility offered by this new mode of transport adds another element to the multi modal offer for passengers. These shared journeys and the anticipated modal shift will help to reduce urban congestion and ultimately lessen the impact on the local environment.

Jean-Pierre Farandou, Executive Chairman of Keolis Group, said: "*This new shared mobility offer, on demand and dynamic, is truly a new mode of transport, which should enable us to better meet the needs of transport authorities in areas where density does not justify the installation of major transport network lines. With KE'OP, Keolis offers everyone an innovative transport service on demand, a real alternative to the individual car.*"

VIA, KEY PARTNER OF THE PROJECT

Via, the Israeli-American start-up and partner of the project, was responsible for developing the KE'OP app. Keolis and VIA are already partners for trials in Australia and the US. This cutting-edge technology guarantees a very quick passenger pick-up by a professional driver, just a few steps away from the indicated location. Clara Fain, Financial Director of Via, says: *"Via technology optimally integrates dynamic shuttle networks with public transport infrastructure all over the world, from Singapore to New York, reinventing shared mobility with a practical, cost effective and environmentally friendly solution on demand. More and more cities are looking for innovative solutions to complement and improve existing public transport offers. We are delighted to join forces with Keolis to launch this revolutionary service in the western Bordeaux region."*

COMFORTABLE VEHICLES TO ENHANCE THE PASSENGER EXPERIENCE

A comfortable journey is provided to passengers in one of the ten class V Mercedes-Benz vans. These large multipurpose vehicles provide eight individual leather seats and can, as Harry Salamon, Managing Director Mercedes-Benz Vans states: *"Carry a significant number of passengers while reducing traffic and local emissions."* He adds: *"Mercedes-Benz France aims to go further in the future by duplicating the KE'OP service, but with electric shuttles, in other major French cities."*