

Top Com 2007:
TRANSDEV wins gold for its new brand

Two years of work to create a strong brand that is representative of a company which is attentive to its local roots, have recently been rewarded by public relations professionals. TRANSDEV, supported by the FutureBrand¹ agency, yesterday received a gold Top Com award in the design section, in the application of corporate identity category. This is the first time that a private transport Group has won this award.

⇒ **A strong brand to support the Group's growth**

TRANSDEV, which is a subsidiary of the *Caisse des Dépôts*, is today one of the leading European public transport organisations. Since its creation, the Group has been built on respect for its partners and local entities and has therefore retained a portfolio of more than 200 brands. At the beginning of 2006, in order to consolidate its strengths and to support its growth in Europe and in Australia, the Group created a single, unifying brand (see description on page 2). The local brands may now benefit from it, whilst maintaining their own identity.

⇒ **Target achieved with 90% of the vehicle fleet under the new brand**

Since the launch of the project, the Group has set an ambitious target to roll out the brand in less than a year.

This has now been achieved: despite problems relating to vehicle use and dispersal, the TRANSDEV brand is displayed across almost the entire fleet, be it on long-distance routes or on tourist coaches (TRANSDEV Visual and TRANSDEV Crolard). Operations outside France are also involved, in particular the famous London buses. Since January, 90% of the Group's vehicles criss-crossing Europe display the brand.

The prestige of the partner brands (urban and regional networks, etc.) is increased with the label "**TRANSDEV Partner**".

The addition of the label, which is dependent on negotiations with the transport planning authorities, will be staggered over 2006/2007. Networks as diverse as Avignon, Chamonix, Chalon-sur-Saône and even Genoa add to the Group's visibility.

Finally, the plan has been augmented by a "**naming charter**", which rationalises the creation of any new brand for the Group's portfolio. This charter defines a system for names, allowing relevant, coherent and permanent names to be created, in TRANSDEV's unique style.

TRANSDEV, a subsidiary of the *Caisse des Dépôts*, is one of the major public transport operators in Europe.

With 9 current tramway networks (Grenoble, Melbourne, Montpellier, Mulhouse, Nantes, Nottingham, Orléans, Strasbourg and Valenciennes), 2 in construction (Tenerife, Madrid), 2 planned (Edinburgh, Reims) and two metro systems in service (Porto, Genoa), TRANSDEV is a global leader in this market.

¹ Subsidiary of the MacCann Group

Thanks to 89 urban networks and 44 long-distance networks in France, Great Britain, Spain, Portugal, Italy, Germany and Australia, TRANSDEV transports more than 1 billion passengers a year.

The Group runs a fleet of 10,000 buses and coaches, 950 tram cars, 92 metro cars, 20 trains and 23 river shuttles.

It employs nearly 30,000 people, 14,000 of whom are outside France.

Its turnover is €1.9 billion.