

## TRANSDEV, MORE THAN EVER THE WORLD'S MOBILITY LEADER, INTRODUCES ITS NEW STRATEGY, NEW TAGLINE AND NEW DESIGN

**Issy-les-Moulineaux (France), July 10, 2018 – Mobility for each and every one of us is one of the most prominent and most exciting stakes in our societies, whether in large cities or in local communities. To respond to the needs of our customers and clients, both authorities and businesses, the rapid transformation in the fields of public transport and mobility urges us to constantly adapt our offers and to innovate ever more.**

For a year now, Transdev has been thinking about the WHY of our company and the main thrusts of the Group's strategy for the coming years. This strategy was unveiled last week to the Group's employees and is embodied by a new brand positioning defined and orchestrated by Group Communications.

**"We empower your freedom to move every day"**

Our WHY, Transdev's "reason for being", which motivates us deeply, is both very simple and very deep: because moving is essential to meet each other, to work, to study, to see friends... in other words to simply live, **we empower your freedom to move every day.**

Because our duty is above all about people serving people, the mobility we offer is first and foremost human. This human dimension is absolutely essential; it is the pride of our 82,000 employees around the world.

Our credo is for a mobility that is seamless and easy to access. Beyond our role as a transport operator, we become an integrator of daily mobility solutions addressing the needs of today and tomorrow.

Finally, we develop a mobility that is resolutely innovative, focused around solutions that are more efficient, easy to access, more economical and more sustainable.

From now on, to serve this new ambition and to transform itself, our group will rest on its brand and its new tagline: **the mobility company**.



The mobility company is of course an ambitious tagline, but it is also very modest: when you assert yourself capable of bringing and building THE solution, only the result counts!

For Pascale Giet, Director of Communications of Transdev Group, "The mobility company means that Transdev and mobility are one and the same on a daily basis. It must therefore read as a commitment: that of operating and integrating the best mobility solutions of daily life, serving communities and individuals, in a spirit of open partnership and always resolutely human."

#### **A new brand architecture for more visibility and clarity of our know-how**

The multiplicity of brands within the Group has translated into a fragmentation and a dissipation which have not, until now, allowed Transdev to reach the appropriate level of visibility compared to the strength of the company. On top of this fragmentation, Transdev has often had to yield to the local brands developed by its clients.

Within the frame of its new strategy, Transdev is committed to duplicating its best practices around the world and to build on all possible synergies. This stimulus calls for the reinforcement of the employer branding and of the sense of belonging to the Group for all its employees. In replacing the subsidiary names by the Transdev name, the Group will enliven the brand in its recruiting and reference employer roles.

Together with its teams worldwide, a major collaboration project has been initiated to bring about a simplified architecture which will allow, beyond the visibility of the brand, to craft more clarity for our know-how around the world, as well as for the creation of clear Transdev solutions. Now is the time for deployment!

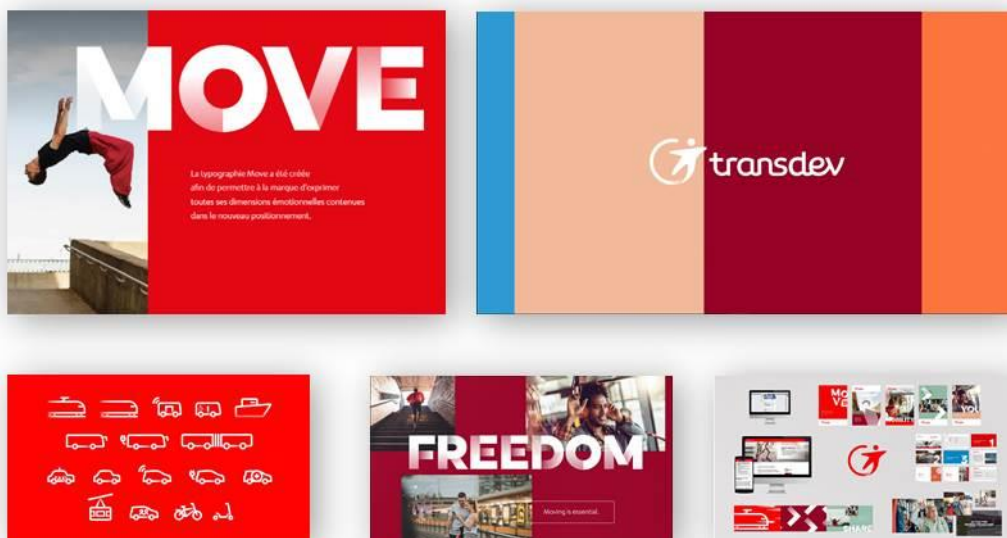
Finally, this new brand architecture allows above all to translate the breadth of our offers and to clarify the coherence of our solutions.

## A new brand platform for more freedom!

On top of our new tagline, we have evolved our graphical territory. We highlight our historical red in our images while broadening our color palette, a reflection of life, diversity and modularity. The gradient, an identity element of our logo, is at the heart of our new design... which expresses movement in all its shapes, expressing our transport modes in a unique way, telling stories while putting words into shape thanks to our proprietary font: the MOVE. It's a responsive territory adapted to all our communication channels: website, social media, posters, etc. It's a moving and inspiring territory.

## First examples of communication

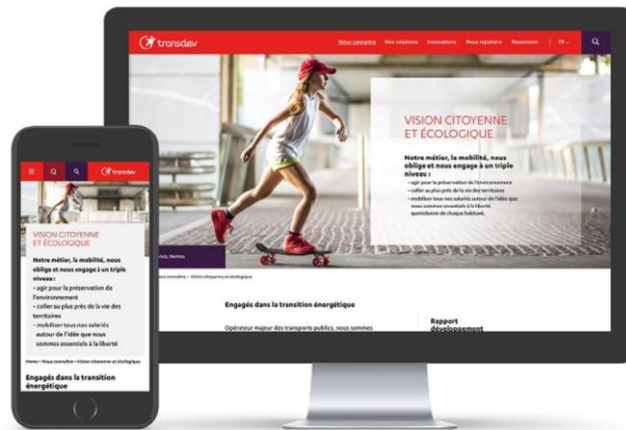
Vision film and brand expression films, first print ads, new website, first employer branding campaign... our brand is showing its best on a first set of communication supports in a number of languages. Our international communications network now boasts a new exchange platform for all of its members to share campaigns so all can adapt and deploy them.



**Brand campaigns and employer branding**



**Our new [website](#) will be online on July 13, 2018**



Now, the challenge is to rely on all these fundamentals so that the Transdev brand expresses itself as 'one voice' everywhere in the world and no longer through some 500 designations of all sorts and as many brand territories. Associated to its tagline 'the mobility company', Transdev Group is now reigning in all its employees under the banner of **mobility change makers**. The transformation is on its way.

Transdev, the mobility company

Director of Communications: Pascale Giet

Head of Brand Communications: Yseult Leroy

Head of Digital Communications: Anne Thomine

Agencies: Babel, Lonsdale, Antidox, Small is bigger

**About Transdev:**

As an operator and global integrator of mobility, Transdev gives people the freedom to move whenever and however they choose. We are proud to provide 10 million passenger trips everyday thanks to efficient, easy to use and environmentally-friendly transportation services that connect people and communities. Our approach is rooted in long-term partnerships with businesses and public authorities, and in the relentless pursuit of the safest and most innovative mobility solutions. We are a team of people serving people, and mobility is what we do. Transdev, the mobility company, is jointly owned by the French Caisse des Dépôts (70%) and by Veolia (30%). In 2017, with 82,000 employees in 20 countries, the Group generated total revenues of 6.6 billion euros. For more information: [www.transdev.com](http://www.transdev.com)

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