

## PRESS RELEASE

# RATP Dev goes live with on-demand Slide bus service in Ealing

- **The 12-month pilot aims to encourage more of Ealing’s car commuters to switch to use sustainable travel alternatives like cycling, walking and public transport instead**
- **Customers travelling on the new buses will be able to book a seat in real time using the app or over the phone**

13 November 2019, London – The trial of an innovative on-demand bus service in Ealing will go live from Wednesday 13 November, following a launch event at the Questor’s theatre. Joining forces are two leading mobility services providers, RATP Dev, who leads the trial and is the international subsidiary of RATP Group -one of the leading urban transport operators of the world-, and MOIA, who provides the technical platform and is a Volkswagen Group’s company, will run the operation in partnership with Transport for London.

Ealing has been chosen for the trial after figures showed that 40% of those who live in the area use cars – be they private or for hire - to get to work within the borough. By providing a convenient, sustainable alternative that is tailored to the needs of individual passengers, RATP Dev and MOIA aim to significantly reduce this figure by increasing public transport usage.

This service will operate between Hanger Lane and Southall. Lucy Taylor, the Ealing council’s director for regeneration and planning, said: *“The council is excited by this new development in bus route planning. It could be a game-changer in how buses operate and in on-demand travel options, offering a flexible, accessible and socially inclusive service, as well as helping meet the council’s objectives and encouraging people to use a more sustainable way of travelling.”*

Speaking at the launch, Coralie Triadou, RATP Dev’s Microtransit Director said *“As we move into a digital age, on-demand bus services are changing the way we think about travel. Technology is enabling buses to be more personalised and convenient, while also remaining affordable: RATP Dev was the first bus operator to launch such a digital on demand service in the UK in 2016 and we are proud to keep innovating with these services by leading this one year trial for TfL with MOIA. RATP Dev is applying the latest innovations to make Ealing easier, cleaner and simpler to get around.”*

Also speaking at the launch, Sascha Meyer, Chief Product Officer at MOIA, said *“As in Germany, working closely with local transport authorities like TfL is very important to us. In London we are launching an on-demand bus service for the first time with a public transport operator. MOIA will supply the technology, including the passenger app and vehicle guidance and pooling platforms. In RATP Dev we have an industry heavyweight at our side which will manage vehicle fleet and operations for the trial.”*



Customers travelling on the new buses will be able to book a seat in real time using the now-live app or over the phone. Wait times are expected to be around 10 minutes at peak. Unlike conventional bus routes, which are fixed, routes would be 'live', created based on other passengers requesting a similar journey. The buses will be on the road between 06:00 and 01:00, seven days a week.

Fares will start at a flat £3.50 per passenger trip, with discounts for frequent users and families. The Freedom Pass will be accepted, ensuring this trial is socially inclusive. RATP Dev expect to employ 30 new members of staff (drivers, shift managers, marketing manager) to operate the service. The service will be staffed by experienced bus drivers who have completed enhanced customer training.

### **Notes to editors**

- The service will run using up to 10 new TGE MAN L4H3 Euro VI minibuses.
- The operator for the trial in Ealing was chosen after a competitive procurement process
- The service will not be available to unaccompanied children under the age of 13
- This is a limited 12-month research trial, so the service will not be integrated with the Oyster card payment system

### **About RATP Dev**

Founded in 2002, RATP Dev operates and maintains urban transportation systems in 12 countries on four continents (United Kingdom, France, Italy, Switzerland, Algeria, Morocco, South Africa, Saudi Arabia, Qatar, China, the Philippines, and the United States of America). With more than 1.5 billion passengers travelling on its networks every year, RATP Dev demonstrates every day its extensive and renowned expertise in a wide range of mobility services, ranging from rail, regional express rail, tramway, to bus, cable car and sightseeing activities. RATP Dev leverages in France, outside of Paris, and across international markets the technical expertise and experience of RATP Group, the leader in driverless and tramway operations and operator of the Paris network, one of the largest public transportation networks in the world.

### **About RATP Group**

With sixteen million journeys every day across the planet, RATP Group is one of the leading urban transport operators in the world. The Group operates in twelve countries on four continents through its RATP Dev subsidiary and each day runs eight modes of transport: metros, urban and inter-city bus services, tramways, rail, sightseeing, cable cars, maritime shuttle services and transport on demand. The Group is also present across the entire spectrum of new mobility services in partnership with four other modes (electric scooters, car-sharing, car-pooling and driverless shuttle services). As a widely-hailed expert in infrastructure management and engineering, the Group also fields a broad range of urban services through its subsidiaries in real estate management and engineering, operating retail facilities, fibre-optic technologies, customized passenger information and innovative ticketing solutions. RATP has been running one of the densest multimodal networks in the world for over seventy years in Paris and around the French capital. Thanks to its 63,000



staff members RATP Group designs, implements and runs mobility solutions and innovative services each day for sustainable and more human towns and cities.