



Press release

Royal Commission for AlUla signs '360 Mobility' plan services contract with France's RATP Dev, marking a new step towards a sustainable and smart public mobility network in AlUla

December 22nd 2022

On the occasion of the visit of the French Minister Delegate for Foreign Trade, Attractiveness, and French Nationals Abroad, Mr. Olivier Becht, in Saudi Arabia, in coordination with Afalula, and in the presence of the French Ambassador Mr. Ludovic Pouille, RATP Dev signed a '360 Mobility' services contract with the Royal Commission for AlUla (RCU) in the presence of its CEO Eng. Amr AlMadani.

This agreement will support the definition and implementation of a comprehensive mobility strategy in AlUla, home of Saudi Arabia's first UNESCO World Heritage Site.

This endeavour is the result of a strong partnership between RCU and RATP Dev following the Memorandum of Understanding signing in December 2021. It entails close and active cooperation in shaping a future of mobility in AlUla that reflects Saudi Arabia's Vision 2030.

Through this contract, RATP Dev will support RCU in developing the plans, policies, governance and infrastructure, as well as the transportation assets, of AlUla's state-of-the-art mobility network for residents and visitors, notably:

- The experiential tram project, which will connect Hegra to AlUla central (Hijaz historical railway station) and which will be the backbone of public mobility
- A full fleet of electric buses (about 200 vehicles) to serve both residents, locals, and visitors
- Autonomous pods for first- and last-miles connection and heritage sites
- Soft mobility modes such as e-bikes and e-scooters
- Mobility as a Service (MaaS) application and tariffs.

"RCU is responsibly and sustainably regenerating the cultural and natural landscape of AlUla, enhancing quality of life and creating a global, sustainable destination that is empathetic to the environment, history, culture and people of AlUla. This new agreement with RATP Dev serves those goals by protecting our past, safeguarding our present and securing our future," commented Moataz Kurdi, RCU's Chief County Operations Officer.

"With the 360 Mobility plan, we are honored with the trust of RCU and fully mobilized to pursue this long-term partnership. Earlier this year, on behalf of the Royal Commission for AlUla, we launched the autonomous POD vehicles service in AlUla's Old Town serving visitors and residents. A service that has already contributed to the local community by providing job opportunities for the local, with young Saudis trained to become certified autonomous vehicle safety operators." commented Abdeljabbar Ben Salem, Senior VP – Middle East and North Africa Business Unit, RATP Dev.

Drawing on the experience of its parent company RATP Group and alongside the Royal Commission for AlUla, RATP Dev will aim to make AlUla a destination of choice and flagship of reliable, safe, and environmentally friendly transport. Offering a memorable experience to visitors and residents, the network will link the present to the rich past of AlUla.

About the Royal Commission for AlUla

RCU was established by royal decree in July 2017 to preserve and develop AlUla, a region of outstanding natural and cultural significance in north-west Saudi Arabia. RCU's long-term plan outlines a responsible, sustainable, and sensitive approach to urban and economic development that preserves the area's natural and cultural heritage, while establishing AlUla as a desirable location to live, work, and visit. This encompasses a broad range of initiatives across archaeology, tourism, education, the arts, nature and more, reflecting a commitment to meeting the economic diversification, local community empowerment, and heritage preservation priorities of Saudi Arabia's Vision 2030 programme.

About RATP Dev

Founded in 2002, RATP Dev operates and maintains urban transportation systems in 15 countries on four continents (Saudi Arabia, France, Italy, United Kingdom, Switzerland, Belgium, the United States of America, Morocco, Algeria, Egypt, South Africa, Qatar, China, and the Philippines). With more than 1.5 billion passengers traveling 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, and streetcar 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 metro and tramway operations and operator of the Paris network, one of the largest public transportation networks in the world. www.ratpdev.com

In the Kingdom of Saudi Arabia, RATP Dev has a long-term strategic partnership with SAPTCO (Saudi Public Transport Company) on public transport projects in the Kingdom: the Riyadh Bus network awarded to their joint venture (Public Transportation Company (PTC) in 2014 and the flagship Riyadh Metro operations and maintenance contract for Lines 1 and 2 awarded to their joint venture Capital Metro Company (CAMCO). By 2023, the RATP Dev will employ 6,000 people in the Kingdom of Saudi Arabia.

In February 2022, RATP Dev was awarded by RCU to launch, operate, and maintain the autonomous POD vehicles service in AlUla Old Town: 2 routes – Old Town Site and Dadan Road site served by 2 autonomous vehicles. A success highly praised by 40.500 passengers within 10 months

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