



Buses and Coaches

IVECO
IRISBUS

Press Release

First *Crealis* on the road in Maubeuge!

Last December, the Syndicat Mixte Val de Sambre (Sambre Valley Joint Authority in Maubeuge, north of France) took delivery of the first 20 Irisbus Iveco BHNS (High Service Level) *Crealis* buses.

Urban transport is undergoing a radical change. Having become a tool for social harmonisation and urbanisation, it is now at the core of our cities' sustainable development issues.

A real means of embellishing and enhancing the value of its urban transport network, the BHNS (Bus à Haut Niveau de Service = BRT) concept is part of Maubeuge's strategic option for a global system and no longer a simple investment in rolling stock. The aim is to meet the demand for individual mobility and attract new passengers by offering people a vehicle with an appealing personality and strong identity, which reinforce its image and enable the immediate recognition of a higher quality service, guaranteeing rapid, safer and more comfortable travel.

Twenty *Crealis* entered into service on 12 December 2008 on Maubeuge's first high passenger volume route with a dedicated lane, 8.4 km long (18 standard 12 m and 2 articulated 18 m units). Designed on the basis of the *Citelis* bus, which is well known in the European networks and industrialised with the same production equipment at the Irisbus Iveco plant in Annonay (Ardèche), the *Crealis* benefits from an even more fluid line and completely redesigned interior fittings, from the types of lighting to the choice of seating material. The design and colours chosen by Maubeuge aim to change public perception of a "bus" *per se*. Shapes and colours transform travel, putting art at the heart of the city whilst offering an invaluable hint of seduction and brightness to routine journeys. The generous lateral window area, resulting from the added glazing of the panels below the side windows, provides exceptional light inside and allows the city to be rediscovered.

Crealis stands out for its complete accessibility owing to an all flat floor facilitating the movement of persons with reduced mobility. By operating in a dedicated lane, its integration in the city is enhanced enormously along with the provision of transport with improved frequency, rate and regularity. The development of dedicated lanes or high passenger volume routes is the essential key to better mobility. Clear of car congestion, the vehicles consume less fuel, improve their environmental performance, provide passengers with superior comfort and, above all, offer a much better commercial speed to attract car users to public transport.

The Mauberge *Crealis* buses are particularly environmentally friendly and exceed current regulations. They are equipped with an Iveco Cursor EEV (Enhanced Environmental friendly Vehicle) engine, the exceptional environmental results of which surpass the Euro 5 Standard set to enter into force in October 2009.

A major player in urban mobility on a European scale and leader in the French market, Irisbus Iveco continuously strives to increase the appeal of public transport through research and development.

Enc.: 2 pictures + 2 data sheets (in French)

Lyon, 6 March 2009

Iveco

Iveco designs, manufactures, and markets a broad range of light, medium and heavy commercial vehicles, off-road trucks as well as special vehicles for applications such as fire fighting, off-road missions, defence and civil protection and, under the Irisbus brand, a wide range of city and intercity buses and coaches.

Iveco employs over 28,000 people and runs 27 production units in 16 Countries in the world using excellent technologies developed in 5 research centres. Besides Europe, the company operates in China, Russia, Australia and Latin America.

More than 6,000 service outlets in over 100 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.