

PRESS RELEASE

EMBARGOED UNTIL 3 MAY 2012 11:00 CENTRAL EUROPEAN TIME

Paris/Leipzig, 3 May 2012

London project wins 2012 Transport Achievement Award

Special mentions for contenders from Singapore and India

- Award ceremony at global summit of Transport Ministers

The winner of the International Transport Forum's prestigious **Transport Achievement Award** is being honoured this Thursday (3 May) at a ceremony during the Annual Summit of Transport Ministers held in Leipzig, Germany.

Transport for London, the Association of Train Operating Companies and Cubic, from the United Kingdom, receive the Award for taking London's famous Oyster card smart ticketing scheme to a new level.

Through collaboration the Oyster was extended to overground railway services. Since January 2010, customers have enjoyed the benefits travelling on all major public transport modes in London with one flexible ticket, covering 250 rail destinations within Greater London. In the two years since launch, usage has grown from 0.5 million journeys per week to 2.5 million journeys per week, on overground railways alone.

Michael Kloth, Acting Secretary-General of the International Transport Forum congratulated the winners on their achievement: "The project demonstrates how commitment to collaboration among public and private stakeholders can create a more joined-up transport system," said Kloth. "This project is an excellent example of making transport more seamless, for the benefit of all users."

UK Local Transport Minister Norman Baker said: "Smart ticketing is a great way for operators to make public transport the mode of choice for passengers and I congratulate everyone involved in achieving this 2012 Transport Achievement Award.

"Passengers no longer need to settle for the same old singles and returns – smart ticketing means they can be offered incentives, great value, and seamless travel between different operators and modes.

"I want us to build on the success of what has been done in London and I am pleased that my officials are working closely with TfL to learn lessons from their experience, both good and bad."

Two other applicants will receive a special mention in the award ceremony, for projects deemed worthy by the expert jury : **Land Transport Authority, Singapore**, for their PLANET data analytics for urban planning and development, and **Karnataka State Road Transport Corporation, India**, for their continued effort to enhance organised public transport services for medium-size cities.

Journalists who would like to cover the Award ceremony on 3 May in Leipzig or any other summit events can follow the live webcast at www.internationaltransportforum.org/2012.

Contact for Transport Achievement Award:

Rachael Mitchell
International Transport Forum
T +33 6 18 89 11 64
rachael.mitchell@oecd.org

General Media Enquiries:

Jürgen Scheunemann
Scheunemann PR
+49 172 31 34 726
scheunemann@scheunemann-pr.de

► **Transport for London, Association of Train Operating Companies and Cubic, UK**

The contactless smart card system called *Oyster* in the UK has replaced paper ticketing for public transport. This initiative was extended to the overground railway services in London, that average 1.4 million journeys every day, thus allowing customers to enjoy the benefits of travelling on all major public transport modes in London with one flexible ticket.

The initiative - the result of complex negotiations and agreements - was launched on 2 January 2010, and covers 250 railway stations within Greater London. In the two years since launch, usage has grown from 0.5 million journeys per week to 2.5 million journeys per week, on overground railways alone.

Independent research shows that this usage includes an increase of five percent in journeys being made on the TOCs attributable solely to this initiative. It also demonstrates how a change in transport use behaviour can be achieved if you make it easy for customers to use public transport, as well as how this can be profitable for an operator.

Media contacts for this project:

Shashi Verma
Director Customer Experience,
Transport for London
Tel: +44 (0)20 71264982
Email: ShashiVerma@tfl.gov.uk

Martin Howell
Director Worldwide Marketing
Communications, Cubic
Email: Martin.Howell@cubic.com

Deborah Lewis
Senior Media Officer,
Association of Train Operating
Companies
Email: Deborah.lewis@atoc.org