

8 December 2004

## **Stagecoach signs deal with Siemens to develop new bus optical guidance system**

Stagecoach Group and Siemens Transportation Systems are pleased to announce today (8 December 2004) that they have signed an agreement to develop a new bus optical guidance product for the UK.

The two companies have agreed to investigate adapting the Siemens optical guidance system, currently in use on the continent, for use on conventional buses in the UK.

Stagecoach and Siemens will also work together, and with local stakeholders, to scope the technical, operational and statutory issues around the potential introduction of the technology on a pilot basis in a heritage city in the UK.

Brian Souter, Stagecoach Group Chief Executive, said: "We believe that optical guidance, as part of a comprehensive package of pro-public transport measures, has huge potential to help tackle the increasing road congestion that is affecting many parts the UK, particularly our heritage cities.

"The use of this cutting-edge technology on conventional buses will allow us to deliver a step-change in the quality of public transport provision. It is flexible, can be delivered quickly and represents excellent value for money.

"Stagecoach has been at the forefront of research and development of new technology and innovative environmental projects as well as new thinking on marketing bus services. We are delighted to continue this investment in the future and we look forward to working with the expertise of Siemens to develop a new transport solution that will be a powerful tool in attracting people out of their cars and could benefit millions of people across the country."

David Wilson, director of Siemens Transportation Systems said: "Siemens is delighted to be part of this project. Guided bus systems are a cost effective and environmentally friendly way of reducing city centre congestion."

The optical guidance system includes a camera mounted in front of the steering wheel, which can read coded markings painted on the road. An image processor follows the road markings and detects and corrects deviations by activating a motor on the steering column.

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Such is the accuracy of the system that it keeps the vehicle on the required route with a tolerance of only a few centimetres. This allows vehicles to pull in very accurately to bus stops to ensure passengers have a smooth level access to the bus.

No heavy and expensive infrastructure is required to install the busway. The optical guidance bars are painted on the road surface and can be relocated at minimal expense.

Stagecoach and Siemens are already working closely together on the introduction of a £1billion order for new Desiro trains at South West Trains, the UK's largest commuter rail franchise.

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#### **NOTES TO EDITORS**

- Stagecoach is one of the biggest bus operators in the UK, running around 7,000 vehicles in around 100 towns and cities from the Highlands of Scotland to south-west England. For more information on Stagecoach Group, go to [www.stagecoachgroup.com](http://www.stagecoachgroup.com).
- Siemens was established in the United Kingdom 161 years ago. The company employs 18,102 people in the UK, including nearly 5,000 in the manufacturing sector. With annual revenues of £2.65 billion, Siemens provides innovative, high-quality services and solutions to customers in a diverse range of industry sectors comprising: power, automation and control, information and communication, medical, transportation, lighting, and household. Siemens operates through a de-centralised structure, with its headquarters in Bracknell, Berkshire. The company's structure reflects that of its parent company, Siemens AG, headquartered in Munich, Germany. For more information, visit [www.siemens.co.uk](http://www.siemens.co.uk)