

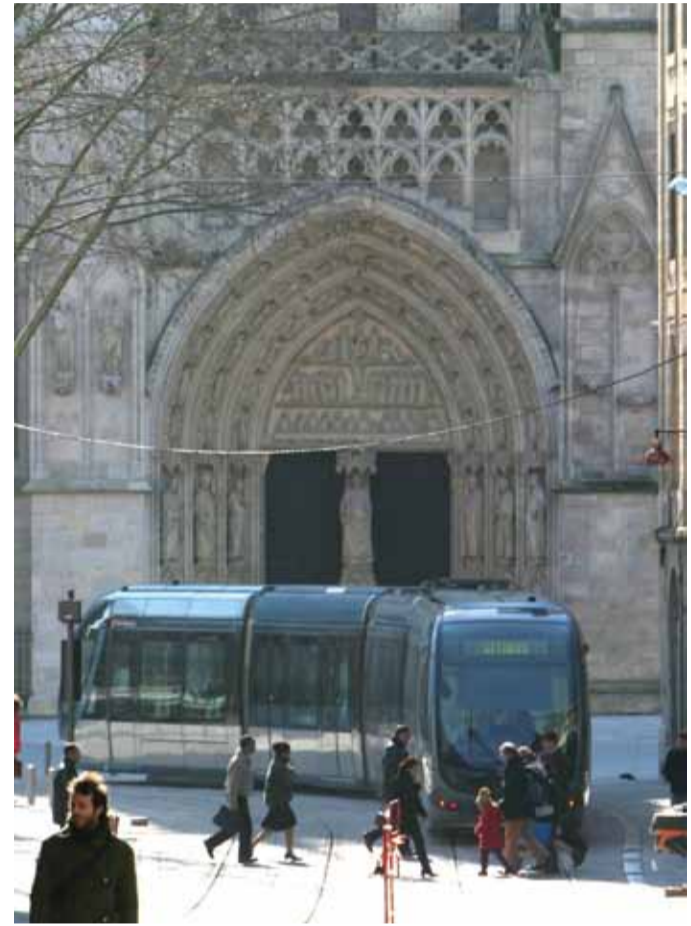
Bordeaux's innovative tram system means the city retains its historic charm while residents and visitors can travel efficiently across the city. Ground-level power, easy access vehicles, a comfortable design and a coordinated bus-tram-rail network all contribute to its success.

LIVEABILITY

more energy efficient trams
&
fast, reliable and convenient
↓
less noise and pollution
&
higher public transport uptake

HISTORIC HERITAGE

ground level power supply for trams
↓
no city centre architecture obscured
↓
traditional squares peaceful with mostly pedestrian city centre



“ *The tram definitely changed my way of moving around the city, making it easier to get to work or go out for leisure activities. [...] Not only is the tram beautiful, but it also gives you the chance to rediscover the city.* ”

tram passenger, Bordeaux

DESIGN

modern comfortable design with access for disabled
&
smooth movement
↓
layout that encourages interaction
↓
tram becomes a pleasant social space



NUMBERS AND FIGURES

63%
of all public transport journeys are on tram

117.5
million trips
in 2012

3 lines
44km
network

13.8%
rise in public transport use in last two years