

PRESS RELEASE

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JCDecaux designs a new generation of bus shelters, tested on Lille's ilévia network

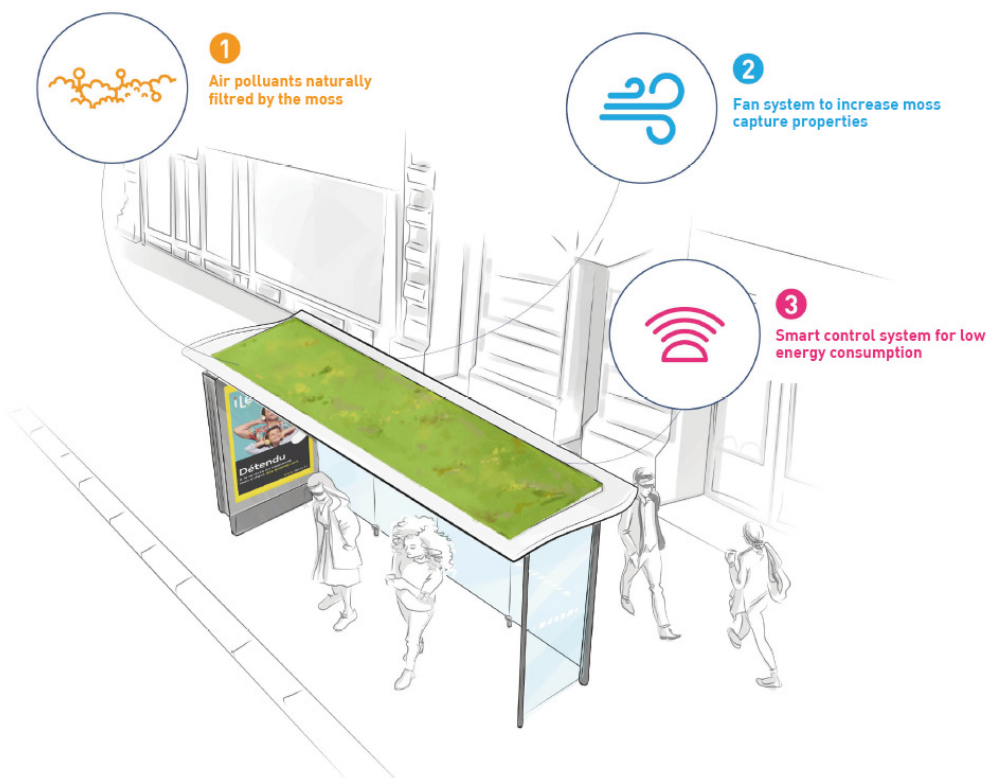
Environmentally conscious and committed to promoting the attractiveness of the European Metropolis of Lille (*Métropole Européenne de Lille* [MEL]), ilévia has decided to pilot a new type of street furniture (a first in France and worldwide): the eco-friendly Filtreo® bus shelter. JCDecaux designed and developed the new-generation bus shelter, which uses its green roof to filter the surrounding air.

The Filtreo® bus shelter is part of a series of tests conducted by Keolis Lille Métropole following Lille's designation as World Design Capital. These tests aim to breathe new life into the travel experience aboard the ilévia network whilst positively impacting the environment and health of city dwellers.

To this end, ilévia called on the expertise of JCDecaux. Working alongside its R&D teams, the Group developed a new-generation bus shelter, Filtreo®. Filtreo® reduces passengers' exposure to pollutants, particularly fine particles, at the kerbside, where concentrations are highest.

The bus shelter's roof is made of a carpet of moss that captures and absorbs pollutants, and its ventilation system blows out filtered air towards passengers. Its intelligent control system activates the fans according to pollution levels. This patented system, which combines a natural cycle with technological innovation, contributes to improving air quality for passengers.

With its first bus shelter located at the Mairie station in Lille's La Madeleine suburb, and a second planned in the first half of 2021, Keolis Lille Métropole has once again demonstrated its commitment to MEL by managing innovative projects aimed at boosting the appeal of the region and sustainably improving the Lille metropolis.



The tests also contribute towards improving the ilévia network travel experience, reflecting discussions regarding changes in urban spaces with the advent of mobility and major environmental challenges. In order to assess the Filtreo® bus shelters' performance, air quality measures and user surveys will be conducted throughout the test phase.

Francine Velthuisen, ilévia Marketing and Sales Director, commented: *“MEL has always been fertile ground for innovations and pilot projects for Keolis Lille Métropole, with a firm commitment to boosting the appeal of the region. As a public transport operator for the ilévia network, we also have a part to play in meeting the significant environmental challenges that we must now face together. These tests, which have been conducted in partnership with JCDecaux, illustrate our commitment to sustainably improving the Lille metropolis”.*

Jean-Michel Geffroy, JCDecaux Executive Vice-President, Territories and Institutions, said: *“We are very pleased that ilévia, with its constant focus on delivering useful and innovative services, decided to become the world's first real-time tester of Filtreo®, our new-generation bus shelter unveiled at the end of 2019. JCDecaux is a partner to cities in France and around the world. Against the backdrop of achieving carbon-neutral status this year, we are innovating continuously not only to limit the environmental impact of our activities, but also to develop solutions for sustainable cities. Much like our Natural Cooling bus shelter, Filtreo®, reflects our long-standing commitment to responsible innovation, in keeping with our role: to sustainably improve city life”.*

[Discover the Filtreo® bus shelter video presentation](#)



About Keolis in Lille

Leading the way in public transport in France and abroad, Keolis had its contract renewed in 2017 for the operation of the urban transport network of the European Metropolis of Lille. It serves a network of 200 million annual trips and provides a large range of modes of transportation.

As the MEL's trusted mobility partner, Keolis is driven by a strong conviction: to foster and simplify passenger travel across the Lille metropolis' urban transport networks. Backed by its 2,500 employees, Keolis puts the passenger first, from network maintenance to the roll-out of new services through to customer relations.

About JCDecaux

JCDecaux, the number one outdoor advertising company worldwide, is present in more than 80 countries and 3,890 cities with over 10,000 inhabitants. For more than 55 years, JCDecaux products have been the benchmark in innovation, quality, aesthetics and functionality. Thanks to the expertise of its employees, the Group's service offering, particularly on upkeep and maintenance are recognised by cities, airport and transport authorities, along with advertisers around the world. JCDecaux is currently the only world-class player to focus exclusively on outdoor advertising and the development of all related activities: street furniture, transport and billboard advertising. In the age of the smart city, JCDecaux is positioning itself as a major player and is already playing a vital role in building the connected city, a city that is more human, more open and more sustainable.

For more information about JCDecaux, please visit jcdecaux.com. Join us on [Twitter](#), [LinkedIn](#), [Facebook](#), [Instagram](#) and [YouTube](#).

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