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Bluely and SYTRAL join forces to extend their mobility offering

Bluely, the A-B electric carsharing service in the metropolitan area of Lyon, and SYTRAL (the public transport authority for the Rhone area and city of Lyon) announce their partnership, which aims to offer users of the Lyon public transport system (TCL) access to the Bluely service and its 250 cars and 500 charging points.

With bus, metro, tram and cable car, the public transport network in Lyon is diverse, efficient and reliable, and facilitates 1.8 million trips each day. To complement this network, the Bolloré Group launched Bluely, the electric carsharing service, in October 2013. Bluely is a self-service A-B carsharing option available 24/7 that offers residents and visitors in the metropolitan area an alternative, complementary and flexible transport solution. Bluely has been hugely popular among the population of Lyon, amassing over 18,800 users since its launch, and has become an established feature throughout the metropolitan area of Lyon.

A partnership that increases intermodality

The two Lyon transport operators have decided to join forces to boost intermodality in the region and to offer residents more transport solutions through a single channel: the Técély card. From now on, all TCL users will be able to easily add their Bluely "1 year" or "Young person" membership to their transport card. This partnership will also streamline the experience for Técély and Bluely members, contribute to reducing the number of combustion vehicles in the metropolitan area of Lyon and, as a result, it will also contribute to reducing air pollution.

« We have had the pleasure of working with SYTRAL and the TCL network for over a year through their loyalty programme. We are thrilled to extend this partnership by bringing together our transport offerings," says François-Xavier Gardère, Director of Bluely. "Our goal is to offer a tailored mobility solution that promotes flexibility for users, and to offer a responsible and sustainable service that responds to the challenges of energy transition. This partnership with SYTRAL enables us to pursue these goals, but also to promote intermodality within the Lyon metropolitan area."

« Changing people's transport habits is a pressing challenge everywhere. The authorities responsible for managing the provision of transport must take into consideration the new sustainable mobility solutions in order to offer a real variety of mobility options, favouring alternative means of transport for daily travel and thereby reducing environmental impact," says Fouziya Bouzerda, CEO of SYTRAL. "The conclusion of this contract is fully in line with SYTRAL's intention to grow and to extend the offering of our public transport network, while also promoting intermodality. This new sustainable mobility solution also offers users of the Lyon public transport system (TCL) a response to environmental challenges and to the mobility challenges of the future."



Quick and easy access

No matter whether customers are already registered with Bluely, activating Bluely on their Técély card is quick and easy.

Those who are already Bluely customers will need to link their Bluely membership to their Técély card. This can be done at one of the membership kiosks, at the customer service centre or by contacting Bluely customer services.

Those wishing to become Bluely members will simply need to complete the normal Bluely registration process (either at one of the kiosks or online), select either the "1 year" or the "Young person" option and then select how they would like to use the membership (either via a Técély card or with the classic Bluely card). To find out more, visit: www.bluely.eu.

Addressing environmental concerns

Bluely is also contributing to the reduction of noise, odour and atmospheric pollution. Over five years, Bluely vehicles have been hired 666,000 times, covering more than 5.3 million kilometres (approx. 3.3 million miles).

The uptake of Bluely has also had an effect on reducing traffic in Lyon, thanks mostly to its parking space reservation system.

The LMP® (Lithium Metal Polymer) battery: exceptional technology that drives the Bluecar

The LMP® battery is an innovative and completely solid technology, designed and produced by Blue Solutions, a subsidiary of the Bolloré Group. It has exceptional energy density and is complete safe to use. The solid polymer electrolyte limits the risks of local pollution in the event of an accident or damage to the integrity of the battery pack. In addition, the LMP® battery is not sensitive to ambient temperature variations (operating temperature from -20°C to +65°C) and contains neither cobalt, solvent nor rare earths. The LMP® battery is produced in Brittany, made with French cells and is certified with the "Guaranteed Made in France" label. Blue Solutions is a partner of the European Battery Alliance, with the goal of giving the organization fresh momentum. The large-scale use of the LMP® battery in carsharing in Europe (including Bluely), America and Asia, and in Bluebus electric buses, has confirmed and proven the performance, reliability and robustness of the battery.

About Bluely:

Bluely offers a 100% electric A-B carsharing service, with 250 vehicles available 24/7 in Lyon and in 10 neighbouring municipalities, through a mobile app. Bluely is an established feature of the landscape in the metropolitan area of Lyon, offering numerous benefits for its 9,700 active members:

- A-B carsharing solutions (cars do not need to be returned to the place where they were picked up);
- 500 parking spaces that can be reserved free of charge, making it easy to park quickly;

- significant savings: parking, maintenance and insurance are all included in the service.





Bluely in figures:

- 250 electric cars
- 500 charging points
- Over 18,800 members since it was launched
- Currently in Lyon and in 10 neighbouring towns, including the Lyon-Saint Exupéry airport

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