

## JCDecaux wins the *Usine Nouvelle* “Engineers of the Year” Award for Cyclocity

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**Paris, December 15, 2005 - JCDecaux SA** (Euronext Paris: DEC), the European market leader in outdoor advertising and the second largest player in this industry worldwide, yesterday received the *Usine Nouvelle* “Engineers of the Year” Award (Sustainable Development category) for Cyclocity®. Presented to Xavier Hubert, Industrial Director, Emmanuel Zéférino, Design Studio Director, and Jacques Le Gars, Director of the New Technologies Department, this award confirms the veritable public transport revolution brought about by this system – the only one of its kind currently existing worldwide – of self-service bicycles available 24 hours a day, 7 days a week.

By paying tribute to the team of 50 JCDecaux employees who planned this initiative within the Group, the panel wanted to highlight an innovative achievement (leading to the filing of 8 patents) that illustrates the alliance between industry and technology at the service of society in general. The members of the panel felt that Cyclocity satisfied three essential criteria of sustainable development: social responsibility, environmental protection, and economic viability.

Brought into service on May 19 earlier this year, Cyclocity – christened Vélo'v® by the Greater Lyons urban area – has completely transformed the travelling habits of the residents of Lyons and Villeurbanne, and proved to be an immediate popular success: the 35,000 people subscribing to this service already cover more than 40,000 kilometres every day, a distance equal to the circumference of the Earth.

A system at the service of greater mobility, Vélo'v has proved itself to be a viable alternative to the use of private cars and truly complementary to public transport as shown by the peak utilisation times during the week (8 to 9 am, 12 o'clock midday to 2 pm, and 5 to 7 pm) at a time when people are travelling to and from work, and at lunchtime. Its users have adopted it as a way to provide a convenient link between the possibilities offered by public transport and their final destinations. It facilitates short urban travelling to places of professional and consumer activities.

Cyclocity® boasts the following key statistics:

- 2,000 bicycles and 175 cycle racks
- 12 – 16,000 rentals per day
- A turnover rate per bicycle of 12 to 15 per day
- An average journey time of 17 minutes
- An average distance covered of 2.6 km (1.7 miles).

**Jean-Charles Decaux**, Co-CEO of JCDecaux, said: *“With Cyclocity®, known as Vélo'v in the Greater Lyons region, JCDecaux has invented individual public transport. As a complement to other means of transport, it has become a new link in the overall chain of mobility. As demonstrated by the figures, city-dwellers, who show greater respect for their environment, are re-thinking their individual travelling strategies and inventing the “ecological mobility” of the future. Just like the Street Furniture concept, I am convinced that Cyclocity will spread to the rest of France, and be adopted in other countries, and offer cities and their inhabitants a new gentle way of travelling.”*

## **Key information about the Group**

- 2004 revenues: €1,627.3m; revenues for the first 9 months of 2005: €1,227.6m
- JCDecaux is listed on the Eurolist of the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices
- N°1 worldwide in street furniture (317,000 advertising panels)
- N°1 worldwide in airport advertising with 155 airports and more than 150 transport contracts in metros, buses, tramways and trains (300,000 advertising panels)
- N°1 in Europe for billboards (199,000 advertising panels)
- 816,000 advertising panels in 45 different countries
- Present in 3,500 cities with over 10,000 inhabitants
- 8,093 employees

## **Communications Department**

Press Relations

Agathe Albertini

Tel.: +33 (0)1 30 79 34 99

Fax: +33 (0)1 30 79 75 39

[agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)

## **Finance Department**

Investor Relations

Alexandre Hamain

Tel.: +33 (0)1 30 79 79 93

Fax: +33 (0)1 30 79 77 91

[alexandre.hamain@jcdecaux.fr](mailto:alexandre.hamain@jcdecaux.fr)