

Grand Besançon Métropole renews Keolis' contract for seven more years, with the aim of developing the services provided by the Ginko network



Keolis welcomes the decision of Grand Besançon Métropole awarding it the operation of the "Ginko" public transport network for a period of seven years, starting on 1 January 2025. This new contract, representing a cumulative revenue of 320 million euros, aims to provide the area's 200,000 residents with ever more seamless and environmentally friendly mobility.

A multimodal network and new services to facilitate passenger mobility

Keolis will continue to operate all of the network's modes of transport, which encompass trams, buses, services for people with reduced mobility (PRM), and on-demand transport (ODT), as well as bike hire, a bike share scheme, and park-and-ride facilities.

The network covers 68 municipalities, with around 600 stops, including 31 tram stations. A fleet of 114 buses and 19 trams run between the metropolitan area's business hubs and amenities.

The contract also includes significant proposals to increase transport services and improve quality. The tram fleet will be bolstered by Grand Besançon Métropole's acquisition of five new high-capacity Alstom trains, to be deployed from autumn 2025. The "Ginko VéloCité" bike share scheme will be upgraded with 100 new e-bikes (200 bikes in total across 30 stations), which will allow twice as much patronage over the coming years. Nearly 1,000 e-bikes will also be available for long-term rental starting in 2025.

Through this improved transport service offering, the Greater Besançon Council and Keolis share the ambitious goal of providing 23.3 million trips a year in 2031.



Keolis: a committed and innovative partner for sustainable, shared mobility in Besançon

To simplify access to services and enhance the passenger experience, Keolis Besançon Mobilités has already modernised ticketing and introduced open payment (January 2022), developed a ticket validation counter to combat fare evasion (May 2022), and launched a service providing real-time information on bus/tram occupancy levels (January 2023).

Keolis has been supporting Grand Besançon Métropole's ambitious sustainable mobility projects for several years. Thanks to continuous investment, the entire bus fleet now runs on HVO and biogas. Through these initiatives, Grand Besançon Métropole and Keolis confirm their commitment to reducing GHG emissions by 41% by 2031 across Ginko's network activities.

CONTACTS

Laurent Gerbet
Directeur médias et e-réputation
06 32 79 38 35
laurent.gerbet@keolis.com

Guillaume Lemperriere
Responsable des relations médias
07 71 68 13 01
guillaume.lemperriere@keolis.com





"We are proud to continue our efforts in serving Grand Besançon Métropole and its residents, strengthening the appeal of the Ginko network. This new contract marks an important step in providing mobility solutions that are increasingly innovative, sustainable, and tailored to everyone's needs. The Council's investments in new trams, the bike share scheme upgrade, and the energy transition of the fleets reflect our shared commitment to building more accessible, connected, and environmentally friendly mobility."

Annelise Avril, CEO, France Urban Networks

Key figures

- A fleet of 114 buses and 19 tram units
- 68 municipalities served, reaching a total of 200,000 residents
- 500 Keolis Besançon Mobilités employees, including 340 drivers
- A goal to increase network ridership by 12% by 2031

About Keolis:

Keolis is a pioneer in developing public transport systems and works alongside public authorities who want to enhance shared mobility systems to grow the appeal and vitality of their regions. A world leader in operating automated metro and tramway systems, Keolis and its partners and subsidiaries Cykleo, EFFIA, Hove, Keolis Santé, Kisio and support the core business with innovations offering new and bespoke shared mobility solutions for modes including trains, buses and coaches, trolleybuses, on-demand transport, transport for people with reduced mobility, driver and sea shuttle services, bikes share services and long-term rental, car sharing and fully electric driverless shuttles. In France, Keolis is the second largest provider of parking management solutions through its subsidiary EFFIA, and the country's leader in medical transport since the creation of Keolis Santé in July 2017. The Group is 70%-owned by SNCF and 30%-owned by the Caisse de Dépôt et Placement du Québec (Quebec Deposit and Investment Fund) and employs 68,000 people in 13 countries. In 2023, it posted revenue of €7.0 billion.

* Australia, Belgium, Canada, China, Denmark, France, India, the Netherlands, Qatar, Sweden, the United Arab Emirates, the United Kingdom, and the United States.

CONTACTS

Laurent Gerbet
Directeur médias et e-réputation
06 32 79 38 35
laurent.gerbet@keolis.com

Guillaume Lemperriere
Responsable des relations médias
07 71 68 13 01
guillaume.lemperriere@keolis.com

