

Lines of Life

The film "Lines of Life" highlights the diversity of bus, tram and train drivers at Keolis, showcasing the central role they play in passengers' everyday mobility.

Through visual scenes of drivers at work — from urban buses to tramways and regional trains — the focus is placed on professionalism, care, and human interaction with travelers. There is no spoken dialogue; instead, a musical soundtrack and on-screen text emphasize the importance of these individual and collective journeys in Keolis' mission to deliver inclusive and responsible mobility.

The film "Lines of Life" sheds light on those moments when everyone plays an essential role:

A driver makes an announcement over the intercom to alert a student, allowing her to arrive on time for her exam.

A driver hums a melody, inspiring a musician just before their concert.

A bus journey leads to a meeting that results in a marriage proposal.

A ticket inspector and a driver help an elderly person, enabling them to join their family for a birthday celebration.

The film also reveals the employer brand signature created in 2024:

"This is how we move forward."