

A new hard-hitting campaign to raise road safety awareness



Paris, 9 September 2026 – Every year, accidents – some of them fatal – involve public transport vehicles, such as buses, coaches and trams. Among the main causes are road users' distractedness, exacerbated by constant connectivity, and the growth of new forms of mobility, increasing the number of ways that public space is occupied without awareness of the associated dangers. This serves as a reminder of the importance of shared vigilance in public spaces. In its belief that safety is the primary strategic responsibility of any public transport operator, the Keolis Group, in partnership with Île-de-France Mobilités and Sécurité Routière, today launched a nationwide campaign in France entitled 'Have we got your attention now?', with a clear objective: to bring about a lasting reduction in accidents involving third parties around its vehicles.

In line with Keolis's new strategic plan, which places safety at the forefront of its priorities, the campaign 'Have we got your attention now?' underlines the Group's commitment to playing a leading role in road safety in public spaces.

This commitment to safety is developed through a shared sense of responsibility embraced by drivers and road users alike. Bus, coach and tram drivers, who receive regular training, remain constantly alert to the area around their vehicles, while alongside them, pedestrians, cyclists and motorists must show equal dedication to this collective effort.

This demanding, positive and exemplary safety culture is reflected in concrete, consistent and recurring actions:

- **Internal awareness-raising communication campaigns:** posters, group discussions, manager walkabouts;
- **Regular safety training for drivers:** pre-departure checks, reminders of good driving habits and awareness of surroundings, training in safety culture.
- **Risk prevention:** rules on staying concentrated and banning the use of connected devices, driving audits, information and prevention measures in challenging areas, and a collision prevention plan aimed at achieving 75 per cent certification of subsidiaries to safety standards (ISO 45001 or ISO 39001);
- **Zero tolerance** for risky behaviour.

Through this campaign, Keolis aims to bring passengers onboard in its efforts. Consequently, with trained drivers and vigilant passengers, **this shared responsibility will in the long term lead to a safer public space.**

This ambition ties in with that of Île-de-France Mobilités, and its efforts undertaken to improve road safety, having invested over 4 billion euros in renewing its bus fleet. All new buses are fitted with the latest safety devices and driver-assistance systems that comply with the most up-to-date standards. Furthermore, Île-de-France Mobilités has in recent years run regular campaigns to highlight the basic rules of safety and sharing road space. For several years now, awareness campaigns have been conducted on bus blind spots to highlight the danger they pose to pedestrians and cyclists. Recently, a multi-operator campaign was launched on safety around tramways, aimed in particular at pedestrians, cyclists and users of personal mobility devices (scooters, etc.), who account for 84 per cent of fatalities and serious injuries in accidents around tram lines.

Practical examples to raise awareness of road safety

With its campaign on **safety around tramways**, Île-de-France Mobilités launched its first ever multi-operator campaign across the entire Paris region aimed at raising awareness amongst pedestrians, cyclists and users of personal mobility devices of the need to remain alert around tramways.

The campaign was rolled out in two phases: the first on social media featuring a video of a tram disguised as a monster taking to the tracks in a real street, and the second consisting of a poster campaign at tram stops, together with videos on social media, featuring three drivers each recounting their experience of an emergency braking procedure they had to perform to prevent the worst from happening – and taking six seconds to stop. This campaign generated nearly 30 million views on social media.

Keolis, for its part, is also introducing practical innovations, which have been trialled or rolled out across the Group's subsidiaries in the Île-de-France region, such as:

- a polyurethane barrier fitted beneath the chassis to close out the gap between the front and rear wheels and prevent a fallen pedestrian or cyclist from passing under the rear axle;
- driver assistance systems (front, rear and side radars and cameras) which alert the driver to the presence of a vulnerable road user, indicate speed limits and detect signs of drowsiness;
- or flashing lights on the T9 tram. From now on, bright flashes are used in addition to the driver's bell or horn to grab the attention of other road users, particularly those distracted by their phones or music.

A shared conviction: safety, a collective commitment

With the campaign '**Have we got your attention now?**', the Keolis Group reaffirms its commitment to playing a leading role in road safety in public spaces. This commitment to safety is developed through a shared sense of responsibility embraced by drivers and road users alike. Bus, coach and tram drivers, who receive regular training, remain constantly alert to the area around their vehicles, while alongside them, pedestrians, cyclists and motorists must show equal dedication to this collective effort.

The tone adopted for this campaign is deliberately responsible. The aim is to leave a lasting impression and instil a reflex of shared awareness. It is aimed at all road users crossing the path of public transport vehicles – **pedestrians, cyclists and motorists - as well as bus drivers** – with a threefold objective:

- raise awareness of the genuine risks that exist around vehicles;
- remind people of the correct behaviours for sharing public spaces;
- increase collective vigilance.

It also aims to support drivers, who are on the front line and directly impacted by these situations.



This initiative reflects a conviction shared by all three partners: road safety is a **collective responsibility**, involving every stakeholder in transport and every user of public space.

Keolis sees this campaign as part of a broader approach, based on two principles: **attention** – which is put to the test by the demands of everyday life – and **safety**, as a collective responsibility shared by all road users.

[Click here to download the campaign visuals](#)

"Every day, our drivers share the road with millions of pedestrians, cyclists and motorists. Safety in this shared space cannot be achieved alone: it requires everyone's vigilance. This is the purpose of this initiative, which the Keolis Group is undertaking alongside Île-de-France Mobilités and Sécurité Routière, in a spirit of shared responsibility," **says Frédéric VAN HEEMS, Keolis Group Chairman and CEO.**

"Road safety is a priority for Île-de-France Mobilités and its operators, so that everyone can travel with peace of mind. To this end, we are investing over four billion euros in new, modern buses, equipped with new technologies for safer driving, and we are stepping up our awareness campaigns, as we did on the tram network last year. We owe this investment to our passengers and to all stakeholders, in the pursuit of the goal of zero harm on our roads," **says Valérie PECRESSE, President of the Île-de-France Region and of Île-de-France Mobilités.**

Estelle BALIT, Interministerial Delegate for Road Safety, said: *"We would like to thank Keolis for involving us in this campaign, which is entirely in line with the objectives of the Delegation for Road Safety (DSR): tackling blind spots and distractedness on the street. It is essential to protect vulnerable road users because, in the event of a collision, they are the first to suffer, but we must not forget bus drivers, who have to adapt to this new way of sharing the road and who sometimes have to demonstrate exceptional driving skills. No one ever emerges unscathed from these accidents. Keolis has tackled this issue with humour: to protect and be protected, you need to see and be seen. Congratulations to them on this excellent campaign, which the DSR is honoured to be associated with!"*

About Keolis

As a pioneer in public transport, Keolis is the partner of choice for public decision-makers seeking to make shared mobility a key driver of their region's appeal and vitality. Keolis carries an average of 9 million passengers every day using safe, efficient and environmentally friendly modes of transport. As one of the world's leading operators of automated metro systems and trams, and a major player in the rail sector, Keolis adopts a policy of open innovation and works closely with its partners and specialist subsidiaries to strengthen its core business and develop new, innovative and bespoke shared mobility solutions. Owned 70 per cent by SNCF and 30 per cent by La Caisse (formerly CDPO), the Group has 68,000 employees across 14 countries and generated a turnover of 7.1 billion euros in 2025.

About Île-de-France Mobilités

Île-de-France Mobilités designs, organises and funds public transport, new forms of mobility and sustainable transport for all residents of the Île-de-France region. At the heart of the Île-de-France transport network, Île-de-France Mobilités brings together all stakeholders (passengers, elected representatives, manufacturers, transport operators, infrastructure managers, etc.), invests and innovates to improve the service provided to passengers. It decides on and oversees projects to develop the networks and modernise all forms of transport, the operation of which it entrusts to transport operators. Chaired by Valérie Pécresse, President of the Île-de-France Region, Île-de-France Mobilités comprises the Île-de-France Region and the eight departments of the Île-de-France region, and thus embodies the vision for all transport in Île-de-France (trains, RER, metro, trams, T Zen and buses). iledefrance-mobilites.fr

CONTACTS

Laurent Gerbet

Director of Media Relations and E-Reputation
+33 (0)6 32 79 38 35
laurent.gerbet@keolis.com

Clémentine Robo

Media Relations Manager
+33 (0)7 85 53 47 85
clementine.robob@keolis.com

Île-de-France Mobilités

contactpresse@iledefrance-mobilites.fr

Délégation interministérielle à la Sécurité routière

Amandine Cuinet

Head of press office
+33 (0)6 64 09 17 41
amandine.cuinet@interieur-gouv.fr

