

The Junta de Castilla y León and GMV Improve Transport in Rural Areas

The trailblazing Transport-on-Demand system boosts efficiency and profitability and varies vehicle routes to pick up passengers who have previously phoned in requests, thus improving the quality of life in the region

People living in 55 rural zones of the nine provinces of Castilla y León can now take full advantage of the transport on-demand system

Madrid, 24 October 2007.- A new form of public transport management has been set up in fifty five rural zones of the region called Castilla y León, greatly enhancing the transport possibilities of people living even in the furthest-flung localities. GMV, the Spanish engineering and system-integration and -development multinational in the sectors of Aeronautics, Banking and Finance, Space, Defense, Space, Healthcare, Security, Transport, Telecommunications and Information Technology, has managed to spread this service throughout the region by means of a public transport management support system, working on an on-demand basis. For some years now the *Junta* (Regional Council) of Castilla y León has been working away behind the scenes to improve it's citizens' mobility, providing them with public-transport possibilities that are both safe and sustainable. This gives them better and more fluid access to the various services of interest to them, such as education, healthcare, culture, leisure, etc.

It should be borne in mind here that Castilla y León, at 94,224 km², is one of Europe's biggest regions, while its population density, 27 inhabitants per km², is one of the lowest in the European Union, where the average density is 115 inhabitants per km². This gives us a good idea of just how widely scattered the population is, with many towns and villages of very few inhabitants. The "Transport on demand" system is a godsend to people living in the remotest rural areas, greatly improving their mobility and encouraging people to live and settle in the region.

The 55 areas of Castilla y León in which the transport-on-demand system is already up and running have some of the lowest population densities, many in outlying or upland areas. In May 2004 the first town to take up this GMV-developed service of the *Junta de Castilla y León* was Barco de Ávila. Since then the region's population has made about 113,000 bookings through about 43,000 phone calls and the system has been used by 250,000 passengers on about 400 routes set up for that purpose. The system is catching on quickly; by now it is being used by 40% of the population in the rural zones where it is operating, and the take-up trend is still upwards.

The transport-on-demand service aims above all to fulfill an important social purpose, improving the quality of life of local people by giving them a transport system to meet their needs. Furthermore, rationalization of bus routes in rural areas boosts both the efficiency and profitability of public transport, while saving fuel and hence reducing air pollution. The system has been designed to ensure that no passenger spends more than 45 minutes on his/her journey. The means of transport offered range from off-road vehicles through minibuses up to 55-seater buses.

How it Works

GMV's on-demand transport system enables towns and villages to be connected *à la carte*. Users only have to make a phone call and the buses then plan their routes to pick them up, stopping only where requests have been made.

GMV's product comprises a real-time technological platform, including onboard equipment with GPS receivers and GPRS modems on the vehicles, interactive information panels in the various localities telling users how long the vehicle will take to arrive and informing them of any incidents, delays, etc. It is rounded out by a web booking facility.

The service is structured as follows: after receipt of the phoned-in transport requests, in planned mode or real time, the service is automatically planned to suit and the transport operators are informed of the requests. The transport arrangement is then monitored online and users are kept abreast of any service incidents on the information panels.

GMV is the undisputed Spanish leader in developing and setting up telematic transport systems; as such it is ideally suited to provide this valuable social service. By now the company has set up public-transport fleet management systems for more than 39 operators in over 30 cities and 4000 vehicles, and it is the only company providing a web-based fleet management system, called MOVILOC-BUS. Moreover, GMV's recent purchase of Masisconvi has added new arrows to its quiver, in the form of top-level electronic fare collection systems. This means it can now cater for the whole range of any public transport company's information and communication needs for running their fleets.

GMV is a privately owned Spanish technology group founded in 1984 and trading on a worldwide scale in the following sectors: Aerospace, Defense and Security, Transport, Telecommunications and IT for public administration and large corporations. In 2006 it chalked up a revenue of 66.5 million euros working with a 750-strong staff. The company's growth strategy is based on continual innovation; 10% of its turnover is spent on R&D. **GMV** hence ranks fifth among all Spanish firms in terms of returns on the European Community's Sixth Framework Program for Research and Technological Development and holds several international patents. GMV is currently one of the world's two foremost suppliers of satellite control centers; as a firm it boasts Europe's third biggest participation by volume in Galileo; it is the main supplier of C3I command and control systems to the Spanish army and the nation's top supplier of telematic systems for public transport.



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