

“Ftr - fulfilling
the desire to
transform travel”

ftr



ftr?

- Ftr is the future of public travel, and it's here today
- Ftr challenges existing perceptions of public transport
- Ftr is a new mode of public travel – a hybrid mode delivering the high quality of a tram with the flexibility of a bus
- Ftr helps to reduce urban traffic congestion
- Ftr is part of a conscious movement towards a more environmentally responsible way to live and travel
- Ftr delivers public desires – safety, comfort, speed, accessibility, information and style





the perfect partnership

- an Ftr scheme is the perfect partnership between operator and local authority
- First delivers the vehicle and the day to day operation – the local authority delivers the 'Track', the road space that will ensure Ftr moves its customers to where they need to be, safely and on time
- Ftr is a solution for local authorities looking to reduce traffic congestion but who may be unable to generate funding for light rail schemes
- the first Ftr scheme will be in York

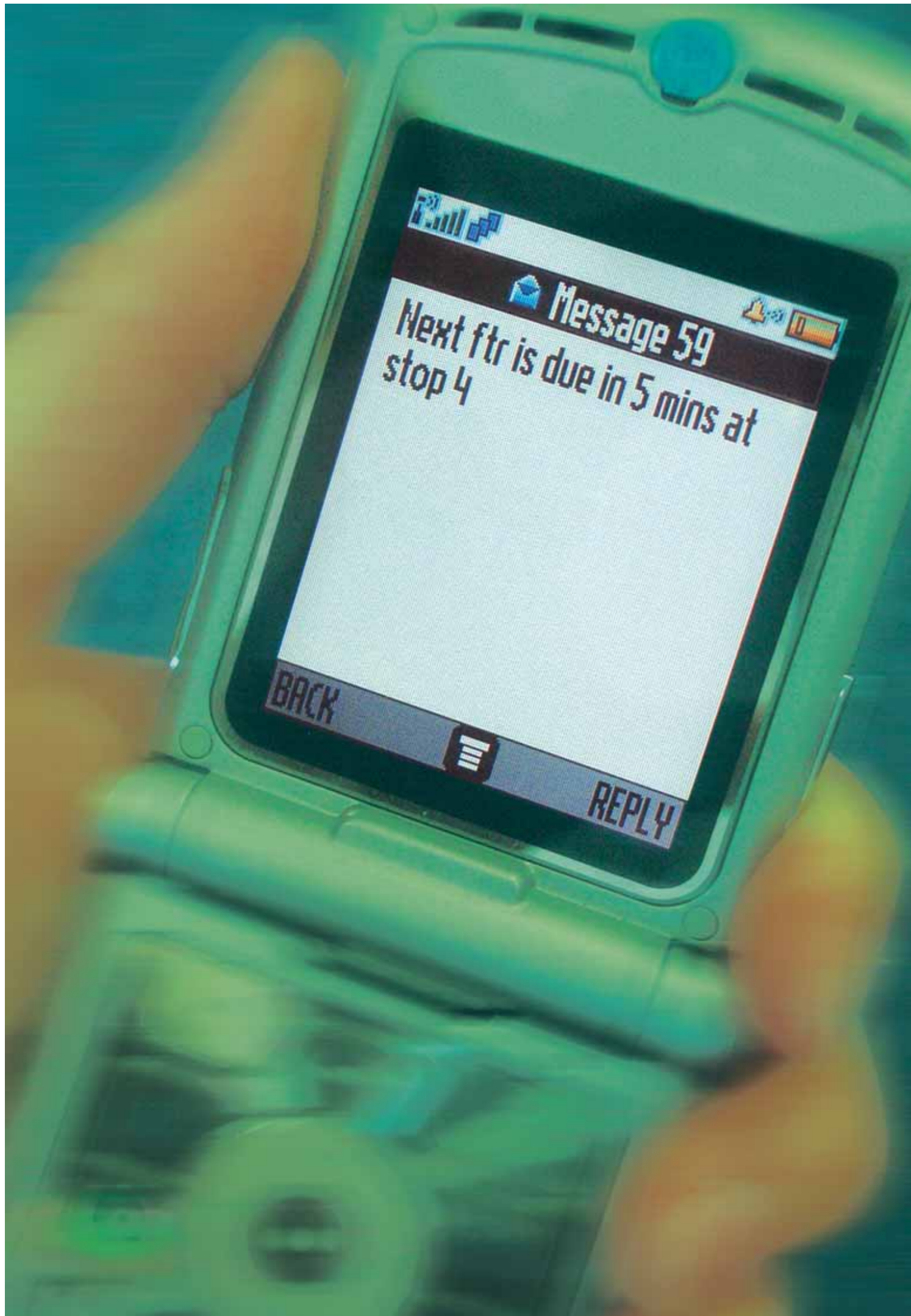
"'Ftr' introduces us to next generation public transport - flexible, high quality services that bridge the gap between the bus and light rail. It is the marriage of a next generation vehicle with dedicated infrastructure and high-tec information systems which together will offer fast, comfortable, reliable and frequent near door-to-door services. 'Ftr' is the perfect solution for local authorities in the battle against traffic congestion. It can be introduced quickly, without major upheaval on our roads and at a fraction of the cost of a light rail scheme. It is designed to appeal to motorists as a high quality alternative to the car for some journeys."

Moir Lockhead, Chief Executive, FirstGroup plc

"The City of York Council regards the 'Ftr' as an exciting new concept in public transport provision - one that very much fits in with our "York Pride" philosophy. We are delighted to be associated with a vehicle that offers both a fresh image and 21st century standards of comfort and convenience. We will be enhancing bus stop and clearway routing arrangements, through our LTP, to ensure that the 'Ftr' provides a frequent, reliable and quick public transport option and becomes the preferred choice of transport for local residents".

Steve Galloway, Leader, City of York Council



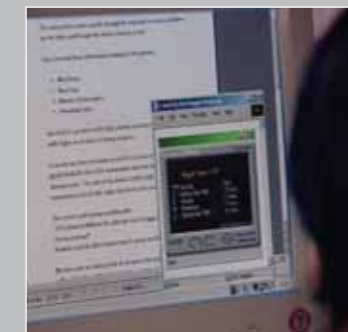


information when you need it

- Ftr uses GPS satellite technology to give you travel information when you need it – wherever you are
- SMS texting brings live travel updates to your mobile phone
- log-on to the Ftr website at home or at the office
- information at stops tells you when the next Ftr is due

technology working for you

- the Ftr smart card saves you searching for change, reduces boarding times and speeds up the journey
- information screens on the Ftr keep you informed during the journey
- state-of-the-art technology – state-of-the-art vehicle



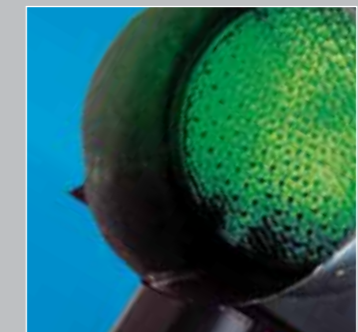


giving you priority

- Ftr receives traffic signal priority, whisking you to your destination safely and in comfort
- Ftr uses dedicated road space (the Ftr 'TRACK') to by-pass traffic congestion hot spots
- The Ftr 'TRACK' includes priority lanes, reserved lanes and Guideways
- Ftr benefits from other traffic management schemes, including rising bollards and 'gates' that prevent other traffic from entering the hearts of town and city centres

stylish, stunning, striking

- Ftr is unique
- Ftr is designed to be different, to give you space, to entice you from your car, to make your journey special
- Ftr style is all around you, from the vehicle to Ftr stops, from publicity to uniforms - Ftr style says quality
- Ftr style announces a step change in public travel





how to find out more..

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