Bombardier Transportation’s new corporate identity takes center stage at the InnoTrans exhibition in Berlin

- Mobility technology leader reinvents itself with an all-new product design and corporate identity, underlined by the slogan: Together we move
- Bombardier’s fully interactive stand shows how its mobility solutions stimulate the economic potential of cities across the globe

Berlin, September 17, 2018 – Mobility technology leader Bombardier Transportation will take the center stage at the InnoTrans exhibition in Berlin September 18-22, the world’s premier transportation industry event, to launch a new corporate identity and product design backed up by a state-of-the-art stand concept.

Laurent Troger, President of Bombardier Transportation said, “We are proud to present our new brand identity and product design under our slogan, Together we move. Half-way through our 5-year turnaround plan, this is a strategic next step in positioning our company for the future. As a trusted long-term partner to over 200 cities worldwide, our performance makes a difference every day. Our complete value chain of high performing mobility solutions are catalysts for helping cities across the world grow and their economies develop.”

From Berlin to Wuhu, Bombardier’s solutions are accompanying cities over the next decades while they develop. A recent contract in Singapore for BOMBARDIER MOVIA metros will support the increase in daily ridership to more than 1.8 million passengers. Using the latest predictive and condition-based maintenance technologies will ensure the highest reliability rates for the new fleet.

Pierre-Yves Cohen, President, Product Engine Rolling Stock, Product Management & Engineering, Bombardier Transportation, commented on the company’s new product design, “We want passengers to recognize that they are traveling on a Bombardier train and feel good about it. That’s why we undertook a strategic initiative to reposition Bombardier Transportation with a strong and unique product branding, which embodies what our company is about: quality, performance and style.”

Bombardier worked on this project in close collaboration with Peugeot Design Lab, leveraging their design expertise from the automotive industry to create a recognizable and clean concept that is applied consistently across all of Bombardier’s vehicle platforms.
At InnoTrans, the company’s stand will leverage the latest digital technologies to illustrate how Bombardier’s high-performance mobility solutions have helped cities across the globe develop. A virtual reality exhibit will take visitors on an immersive 360° journey in cities across the world, be it on the BOMBARDIER INNOVIA monorail in Bangkok, a BOMBARDIER FLEXITY tram in Zurich or a MOVIA C30 metro in Stockholm. An interactive tool features Bombardier’s full value chain and helps customers consider the advantages of a complete mobility solution including options for signalling, components, services, as well as operations and maintenance.

Bombardier Transportation has also launched its new website today: https://www.rail.bombardier.com.

About Bombardier Transportation
Bombardier Transportation is a global mobility solution provider leading the way with the rail industry’s broadest portfolio. It covers the full spectrum of solutions, ranging from trains to sub-systems and signalling to complete turnkey transport systems, e-mobility technology and data-driven maintenance services. Combining technology and performance with empathy, Bombardier Transportation continuously breaks new ground in sustainable mobility by providing integrated solutions that create substantial benefits for operators, passengers and the environment. Headquartered in Berlin, Germany, Bombardier Transportation employs around 39,850 people and its products and services operate in over 60 countries.

About Bombardier
With over 69,500 employees across four business segments, Bombardier is a global leader in the transportation industry, creating innovative and game-changing planes and trains. Our products and services provide world-class transportation experiences that set new standards in passenger comfort, energy efficiency, reliability and safety.

Headquartered in Montreal, Canada, Bombardier has production and engineering sites in 28 countries across the segments of Transportation, Business Aircraft, Commercial Aircraft and Aerostructures and Engineering Services. Bombardier shares are traded on the Toronto Stock Exchange (BBD). In the fiscal year ended December 31, 2017, Bombardier posted revenues of $16.2 billion US. News and information are available at bombardier.com or follow us on Twitter @Bombardier.

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