

Paris, 18 January 2012

Press release

More than 800 users since June 2011 - Bouygues Telecom's 22 all-electric cars are a major success: Mission accomplished!

22 Citroën C-Zero cars have been used by more than 800 employees for 2,232 trips and can boast 420 very active members from Bouygues Telecom's "100% electric community". These small, electric, silent and pollution-free vehicles have certainly become a very popular means of transport.

Since June 2011, Bouygues Telecom employees have been able to use a fleet of 22 all-electric Citroën C-Zero cars for both their professional trips and personal use, whether during lunch times, evenings or weekends. The cars are spread out over the company's three sites in the Paris region, namely the Technopôle and Crystalys at Meudon and Tour Sequana at Issy-les-Moulineaux.

Employees can use them free of charge for their professional requirements or for their personal needs, in exchange for a small contribution. "By introducing these all-electric, urban-adapted vehicles, our intention is to make it easier for our employees living in the Paris region to get about on a daily basis, whilst limiting their carbon footprint at the same time" said Philippe Cuénot, Human Resources Director for Bouygues Telecom.

Four clicks and a card - so easy to use.

- Reserve a car with four clicks

Employees can reserve vehicles via a dedicated site by selecting the time slot, the place of departure and the distance to be travelled. Vehicle availability is displayed and then the reservation only needs to be confirmed.



- Cars are opened using the employee's identification card.

Employees can then access the vehicles by swiping their company identification card in front of a sensor on the windscreen which then opens the doors automatically. The car's keys and documents are kept inside the vehicle. It is then ready to be driven.



- Returning vehicles. when employees want to bring their vehicles back, they just leave the keys and documents in the car and close it by swiping their cards back over the sensor.



About Bouygues Telecom

Founded in 1994, Bouygues Telecom has 11,217,000 mobile customers and 1,119,000 fixed broadband customers. Bouygues Telecom is committed to continually enhancing the customer experience for its mobile and fixed telephone, TV and Internet services: each day, the company's 9,200 employees develop solutions aligned with changing customer needs and deliver efficient support.

After pioneering the mobile talk-plan concept in France in 1996, Bouygues Telecom introduced groundbreaking unlimited call plans: Millennium (1999) and neo (2006).

Bouygues Telecom acquired its own fixed network in 2008 and became an Internet Service Provider (ISP), launching the Bbox broadband router.

In 2009, Bouygues Telecom invented the "all-in-one" solution with ideo the first quadruple play offer in the market.

In 2010, Bouygues Telecom launched Bbox fibre, its very-high-speed offer and began investing in Fibre-To-The-Home in high-density areas.

Bouygues Telecom's mobile network covers 99% of the population. Its 3G+ network provides mobile Internet access for 93% of the population.

Bouygues Telecom is the only operator to be awarded "NF Service Centre de Relation Client" certification from French standards agency Afnor Certification for all its consumer activities (mobile and fixed) and in 2011 it was also ranked No. 1 for its customer relations in both its mobile (the 5th year running) and fixed activities. Customer relations centres, a distribution network of 630 Clubs Bouygues Telecom stores and a website available 24/7 combine to ensure optimum customer service.*

* BearingPoint-TNS Sofres Customer Relations Quality League Table (April 2011)

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