



58TH UITP WORLD CONGRESS AND EXHIBITION: DOUBLING PUBLIC TRANSPORT MARKET SHARE WORLDWIDE BY 2025

Vienna, 8 June 2009- Public transport is a green smart solution to the economic, energy and environmental crisis faced by our societies. Public transport is the key to sustainable forward-looking mobility for our urban areas. This was the main message of the opening ceremony of the UITP World Congress and Exhibition which was officially inaugurated today in Vienna.

"UITP has an ambitious vision: public transport has the power to offer a better social, economic and a better environment to our cities. UITP has formalised it by setting the target of doubling the market share of public transport worldwide by 2025. This objective is not out of reach but it requests a full engagement of all the actors including national, regional and local authorities, operators, industry and investors. Number of countries and cities around the world have already set themselves such ambitious targets and they are delivering on a daily basis customer-driven high quality services" declared Roberto Cavalieri UITP president and Hans Rat, UITP secretary general.

"Cities urge for change" underlined Bruno Marzloff, key note speaker at the opening ceremony. "A change of focus is required to maintain people's right to move while giving a priority to intelligent, responsible, sustainable and global mobilities" he added underlining the profound impact that technological innovation has on our mobility patterns. "We are getting into a new era of multimodality where users have the opportunity to decide between the different modes" and where cars are far from being the first option.

In the frame of the opening ceremony of the UITP World Congress and Exhibition, UITP presented its strategic vision for the sector under the name: 'Public transport: the smart green solution'. This strategy encourages all the mobility decision-makers to 'set their ambitions' for their urban centres and to 'pick their solutions' in order to empower mobility. For more information, visit our website: <http://www.uitp.org/advocacy>

With over 2,200 delegates from 80 countries and over 350 exhibitors on 26,000 m², the 58th UITP World Congress and Exhibition is the biennial reference event for public transport decision-makers. This professional exhibition will be open to public on Thursday 11 June.

Notes for Editors

UITP's World Congress and Exhibition is taking place in Vienna, Austria, 7-11 June 2009. The theme of the event is 'Public transport: Making the right mobility choices'. For more information, visit www.uitp.org/vienna2009/.

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