

## Press Release

### Saudi Arabia: RATP Dev reaches major milestone by finalising a comprehensive study to implement a 360 Mobility Plan for the Royal Commission for AlUla



Paris, 27 January 2025 – RATP Dev, a subsidiary of RATP Group, has completed its studies for the implementation of the Royal Commission for AlUla (RCU)'s 360 Mobility Plan, following the contract signed between RCU and RATP Dev in 2022 with the support of AFALULA, to define and implement this comprehensive mobility study.

This ambitious project aims to revolutionise transportation in AlUla, enhancing connectivity and sustainability for residents and visitors alike. RCU is working with a global network of expert partners such as RATP to regenerate AlUla as a leading destination for cultural and natural heritage.

While some aspects of AlUla's 360 Mobility are already up and running, such as Autonomous and Electrical Vehicles, others are in the design and fabrication stage, such as the Journey Through Time (JTT) Experiential Tram. The newly completed plan marries these present and future aspects to create a living blueprint for sustainable and cohesive mobility systems that improve quality of life for AlUla's residents and visitors.

The 360 Mobility Plan encompasses several key initiatives:

- **Experiential tram project:** connecting AlUla's main historic sites, this carbon-neutral tram will serve as the backbone of public mobility
- **Electric bus fleet:** a full fleet of electric buses will provide efficient and eco-friendly transportation options
- **Autonomous pods:** these will facilitate first- and last-mile connections and access to heritage sites
- **Micro-mobility modes:** e-bikes and e-scooters will offer flexible and sustainable travel options.



- **Pedestrianisation:** Enhancing walkability aspiring for the most walkable city in the world
- **Mobility as a Service (MaaS):** an integrated app and tariff system to streamline transportation services

RATP Dev has been supporting the development of sustainable and innovative public transport in AlUla since 2022, when it contributed to an innovative pilot scheme launched by RCU to test the deployment of an autonomous pod vehicle service in AlUla.

Since summer 2024, the progressive commissioning of sustainable vehicles by RATP Dev has been ramping up in AlUla. This includes autonomous electric pods, electric vehicles, and retrofitted Land Rover Defenders, all aimed at facilitating sustainable transportation in AlUla, including its key heritage sites of Dadan, Hegra, and Old Town. These innovative transportation solutions enhance the visitor experience and contribute to the local economy, ensuring the seamless transportation of close to 200,000 passengers in 2024 solely on autonomous vehicles. To better support this project, RATP Dev has recruited local staff certified for operational excellence contributing to skill transfer and local employment.

RATP Dev has a long-term strategic partnership with Saudi Arabia, already serving the capital city, Riyadh, with world-class public transport solutions for residents and visitors, supporting the country's ambitious Vision 2030 strategic plan and now operating sustainable public transport in AlUla as RCU's key mobility partner.

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#### **About RATP Dev**

RATP Dev is a subsidiary of the RATP Group, global leader in high-capacity urban rail and the world's third largest public transport operator. All over the world, our 23,000 people design, operate, maintain and modernise public transit networks of automated metros, commuter rail, tramway, bus and many other modes.

We have forged our expertise in the ultra-dense, constantly modernised Paris network. Over 120 years, our experts have managed complex projects, improved the passenger experience, and participated in major sporting and cultural events.

Thanks to this unrivalled know-how, we serve more than 100 cities in 15 countries on 5 continents. We provide custom-made solutions that meet their specific challenges in terms of the environment, social inclusion, growth or attractiveness.

We build, deliver and commit for the best of public transport, every day, everywhere, for everybody – to make it the natural choice for cities and passengers.

[www.ratpdev.com](http://www.ratpdev.com)

#### **About the Royal Commission for AlUla**

The Royal Commission for AlUla (RCU) was established by royal decree in July 2017 to preserve and develop AlUla, a region of outstanding natural and cultural significance in north-west Saudi Arabia. RCU's long-term plan outlines a responsible, sustainable, and sensitive approach to urban and economic development that preserves the area's natural and historic heritage while establishing AlUla as a desirable location to live, work, and visit.



This encompasses a broad range of initiatives across archaeology, tourism, culture, education, and the arts, reflecting a commitment to meeting the economic diversification, local community empowerment, and heritage preservation priorities of the Kingdom of Saudi Arabia's Vision 2030 programme.

<https://www.rcu.gov.sa/en>

#### **About Afalula, the French Agency for AlUla Development**

Born as a result of an intergovernmental agreement signed by France and Saudi Arabia in April 2018, the French Agency for AlUla Development (Afalula) was founded in Paris in July 2018. In the spirit of collaborative development, Afalula's objective is to support its Saudi partner, the Royal Commission for AlUla (RCU), in the sustainable economic, tourism, and cultural development of AlUla, a region with an exceptional natural and cultural heritage located in the north-west of Saudi Arabia.

The Agency's mission is to mobilize all of France's expertise and savoir-faire and to bring together the best operators and companies in the fields of archeology, museography, architecture, urban planning, tourism, hotel management, infrastructure, education, security, agriculture, botany, and sustainable natural resource management.

<https://www.afalula.com/en/>