

Alstom unveils its new brand identity, *mobility by nature*

11 July 2019 – Alstom’s brand signature and visual brand expression are evolving to reflect the Group’s new ambition: “Be the leading global innovative player for a sustainable and smart mobility”. This new brand signature will be “*mobility by nature*”.



This tagline is the result of a participative internal poll where more than 2,500 employees sent proposals to best express Alstom’s vision. It will replace the current signature *Designing fluidity* and will be supported by a complete renewal of Alstom visual brand expression. Both will be implemented from October 2019.

The first application of this new brand expression is a new brand film.

[Click here to see the video](#)

“Through this brand signature, we wanted to reinforce two messages. First, the fact that we are today a pure player in the mobility field and second, to reaffirm our position in sustainable mobility. This new signature perfectly expresses who we are, and the new visual brand identity will allow us to bring consistency and modernism in the way we express ourselves”, said Bruno Tourne, VP Communications at Alstom.

Alstom partnered with [Saguez & Partners](#) for the brand visual expression refreshment, and with [Le Septième Bureau](#) for the brand film. The music, managed by the sound agency Start-Rec, is performed by [Caesaria](#).

About Alstom

As a promoter of sustainable mobility, Alstom develops and markets systems, equipment and services for the transport sector. Alstom offers a complete range of solutions (from high-speed trains to metros, tramways and e-buses), passenger solutions, customised services (maintenance, modernisation), infrastructure, signalling and digital mobility solutions. Alstom is a world leader in integrated transport systems. The company recorded sales of €8.1 billion and booked €12.1 billion of orders in the 2018/19 fiscal year. Headquartered in France, Alstom is present in over 60 countries and employs 36,300 people.

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