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A new solution to the last mile problem of public transport

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## What is Ultra?

Ultra is an electric, battery-powered, personal rapid transit (PRT) system with many 4-person computer-driven vehicles running on slender, special purpose guideways.



## An effective solution

- Ultra offers passengers transport on demand non-stop to anywhere on its network.
- Fast service by bus or rail to major stops, combined with flexible distribution over the Ultra network offers a new and effective solution to passengers transportation needs.
- Ultra is sustainable transport, exceptionally quiet, with one third of the energy use or emissions of a car.

## Ultra is already at Heathrow

The first public Ultra system has been carrying passengers at London's Heathrow Airport since April (2011) and is in operation 22 hours per day.



## Lightweight, versatile infrastructure

Elevated guideway is thin and light relative to other dedicated tracks, and all aspects can be customized to fit the application.



## Highly rated by passengers

Results from a recent (May 2011) survey of passengers using the Ultra system at Heathrow reveal high levels of satisfaction and a very positive reaction to the application.

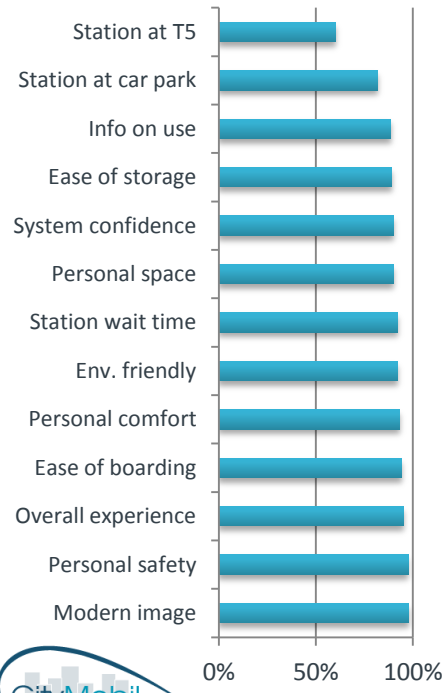


## Enhancing public transport

- Independent studies show significant benefits to existing bus & rail services when they are supported by an on-demand PRT network.
- **Cardiff (UK):** A PRT system covering the last 2km to the Bay area would double patronage on existing bus & rail services.
  - **Gateshead (UK):** A 21km PRT network serving the inner city would increase the use of rail travel by 168% in the peak and 232% in the off-peak. [Source: Bly 2011]



## % users rating Ultra as good or excellent



Survey of 314 Heathrow Pod users conducted in May 2011 as part of the EU CityMobil Project.

*"[Ultra PRT] offers a completely new form of public transport - one that will deliver a fast, efficient service to passengers and bring considerable environmental benefits." – BAA's PRT Manager*

*"It is not simply the demand which a transport improvement attracts to itself which matters, but its effect across the larger public transport network." – P Bly, Senior Transport Consultant*