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Siemens gains 'royal' seal of approval in Berkshire

Siemens has been successful in winning the traffic signals maintenance contract for the Royal County of Berkshire. The contract covers the maintenance of all traffic signals and associated equipment managed by the councils in Reading, Windsor and Maidenhead, Wokingham, West Berkshire and Slough. The new maintenance contract will be delivered by a local team of skilled service engineers, as part of the company's national operation which already maintains over half of all traffic control equipment installed on the UK road network.

Awarding the contract, Simon Beasley, Network Manager for Reading Borough Council said the submission from Siemens contained a robust combination of value for money and service excellence. 'We're looking to Siemens to provide service quality of the highest standard, enabling the councils across Berkshire to minimise downtime and maximise the performance of the networks'.

Taking over from the previous supplier, Siemens will service the contract for an initial period of four years until April 2010. The equipment covered by the contract is located at 237 junctions and includes 222 pedestrian crossings. Contract extensions could lead to the company continuing to maintain the equipment until 2016.

According to Steve Parsons, representing Siemens Traffic: 'Winning the Berkshire contract underlines our extensive knowledge and experience of traffic control systems and the company's growing reputation in the provision of field services. This operation has been further enhanced in recent times by the introduction of mobile data solutions for the benefit and safety of our field service engineers.'

**Siemens Traffic Controls
Media Relations**

Nicola Baker
Tel: +44 (0) 1202 782324
Email: nicola.baker@siemens.com

**Marketing Matters
PR Account Manager**

Julian Gollogly
Tel: +44 (0) 1202 777111
Email: julian@marketing-matters.co.uk



Berkshire is a diverse and economically important area of the South. With a population of 800,000 it contains a number of significant employment areas such as Reading, and transport corridors such as the M4 corridor. The area has 360 signalised junctions and crossings. Reading has experienced significant economic growth in the past 10 years with developments such as The Oracle shopping Centre, Reading Southside and the Madejski Stadium, the home of Reading Football Club attracting new business and leisure facilities to the area.

At the heart of the county's Local Transport Plans (LTP) is the aim to create a fully accessible and integrated transport network, which enhances the living environment and enables key services and facilities to be reached by all members of the community. The county's Transport Strategy is outlined in a number of Local Transport Plans which draw together all of the transport policies and initiatives and outline programmes which help to tackle the issues inherent in the transport network, such as congestion, accessibility, road safety and air quality.

The county has a vibrant economy, with a forecast of sustained growth in a popular business environment well situated for national and international links. The council's have well established partnerships with the business community and, through these, work to shape the future of the towns and infrastructure.

About Siemens Traffic Controls

As part of the Siemens Industrial Solutions and Services (I&S) group, Siemens Traffic Controls designs, manufactures, installs and maintains a wide range of traffic engineering products and systems to enhance road safety and improve traffic flow in congested urban and inter-urban areas. In the United Kingdom, the company installs and maintains more traffic infrastructure than any other company and has 700 employees including 350 skilled service engineers dedicated every day of the year to maintaining over half of all traffic control equipment installed on the UK road network. The Siemens Industrial Solutions and Services Group (I&S) is an integrator of systems and solutions for industrial and infrastructure facilities, and global service provider for the plant and projects business covering planning, installation, operation and the entire life cycle.

About Siemens in the UK

Siemens was established in the United Kingdom 162 years ago. The company employs 21,122 people in the UK, including about 5,000 in the manufacturing sector. Last year's revenues were £3 billion, including exports of £500 million. Siemens provides innovative, high-quality services and solutions to customers in a diverse range of industry sectors, including power, automation and control, information and communication, medical, transportation, lighting, and household. Siemens has offices and factories throughout the UK, with its headquarters in Bracknell, Berkshire. The company's global headquarters is in Munich, Germany. For more information, visit www.siemens.co.uk

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Nicola Baker
Tel: +44 (0) 1202 782324
Email: nicola.baker@siemens.com

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Email: julian@marketing-matters.co.uk