

Announcing the 2010 “les Étapes estivales” season

Look out for the “motorway yellowjackets” in rest areas along France’s motorways this summer, with events and entertainments to help motorists and their passengers relax

Marking the start of the summer holiday season, VINCI Autoroutes (comprising the ASF, Cofiroute and Escota motorway networks) have launched a new service to assist motorists heading south and west, this summer. The “motorway yellowjackets” will be there to take some of the strain out of the journey for the 20 million holidaymakers expected on the VINCI Autoroutes networks. They will be organising free events in motorway rest areas and service areas—watch for the “Les Étapes estivales” signs.

“Yellowjackets” and picnic areas: new services for summer 2010

VINCI Autoroutes works daily to make motorways safer, more environmentally friendly and pleasanter to use, as part of the Common Service Commitment Charter signed by the ASF, Cofiroute and Escota networks in 2009. VINCI Autoroutes staff are continuously devising and improving services to keep traffic flowing and offer motorists the best possible experience while using our motorways.

That’s why VINCI Autoroutes is deploying its team of “motorway yellowjackets” all through the 2010 summer season.

90 “yellowjackets” will be on hand at 28 ASF, Cofiroute and Escota service and rest areas, every weekend, from Friday to Sunday. They’ll be there to greet holidaymakers, inform them, and provide assistance if needed.

In some rest areas, “yellowjackets” will steer motorists to **VINCI Autoroutes’** shaded, well-equipped **picnic areas**, as well as helping to keep these areas clean and tidy.

Environment, road safety, sport and culture—for a truly restful break in your trip

“Les Étapes estivales” offer a full range of activities to encourage motorists to pull up every two hours (as recommended by road safety experts), linger a while, and turn that break into a moment of complete relaxation, then resume their journey fully refreshed and in total safety.

- **Environment and biodiversity.** Holidaymakers are invited to study nature a little more closely, to explore the animal and plant life and the ecosystem of the regions they visit. Events include bird watching thanks to nesting places set up in trees, exploring the insect world, and awakening their senses (hearing, smell and feel) in special trails dedicated to the Mediterranean forest and plant life. Holidaymakers will also be able to learn how to behave more responsibly by “driving differently” and sorting their waste. There will be talks and games explaining how to drive in an ecologically responsible manner. Drivers can learn about waste sorting and the waste life cycle. Others will sharpen their awareness of fire risks in the Mediterranean forests, etc.
- **Relaxation and road safety.** Drowsiness, fatigue and loss of alertness are involved in nearly half of all motorway accidents. “Les Étapes estivales” have something for everyone in the family, stressing the imperative

need to take regular breaks in the journey. “Road safety villages” remind motorists of the risks they run when driving, with simple rules to ensure everyone reaches their destination safely.

- **Sport and culture.** Expect the unexpected at our motorway rest areas—such as sailing, rock climbing and golf: there’s nothing like a bit of sport to relax in the middle of a long trip! Sports for the disabled are an especially popular item, and there will be more like that during this year’s “Les Étapes estivales”.

Tune in to Autoroute FM and Radio Trafic FM on FM 107.7 all this summer for all the news about “Les Étapes estivales” events and highlights.

See www.vinci-autoroutes.com, www.asf.fr, www.cofiroute.fr and www.escota.com for full details of “Les Étapes estivales” programmes.

With 4,300 km of motorways in operation, VINCI Autoroutes is Europe’s no. 1 motorway operator. Its four concession holding companies, ASF, Cofiroute, Escota and Arcour, serve the southern and western half of France, making up more than half of the French motorway network under concession. VINCI Autoroutes performs a “public utility mission”, deploying its operational efficiency to make its motorways ever safer, more environmentally-respectful and pleasanter to use.

ASF press contact:

Raphaëlle Montagu-Dardaine

Phone +33 1 72 71 48 82 or + 33 6 34 38 55 13

Email : raphaelle.montagu-dardaine@asf.fr

Cofiroute press contact:

Olivier Bordry

Phone +33 1 41 14 70 18 or +33 1 41 14 70 22

Email : olivier.bordry@cofiroute.fr

Escota press contact:

Isabelle Escapin

Phone 04 93 48 50 06 or +33 6 23 22 27 34

Email : iescapin@escota.net