

---

Poole, UK  
25 March, 2014

## Export success for Siemens traffic controller

Building on the success of its predecessors, the latest generation ST950 traffic controller designed and built in the UK by Siemens and launched last year is already establishing a presence around the world. From Brazil and Chile to South Africa and the Middle East, no less than 400 global variants of the ST950 have been ordered and built at the company's award-winning UK factory in Dorset.

Recent orders placed include over 70 new ST950 traffic controllers for deployment in Durban and Port Elizabeth in South Africa and a substantial quantity of associated traffic management and detection equipment.

The ST950 traffic controller family will be on show at Intertraffic 2014, this week, bringing a host of new features and new levels of accessibility and safety to the market. Integral UTMC OTU, 4-stream MOVA 7, LRT functionality, easy to follow web style user interfaces and safer operation are just some of the ST950 highlights.

International opportunities continue to grow and Siemens is well placed to provide best value in overseas markets. In addition to consultancy services and many years experience of overseas traffic installations, Siemens has specific products and services designed to meet the individual requirements of many countries and cities worldwide.

Reinforcing the company's ability to compete on the world stage, the continued export of PCBs for overseas traffic control products represents around 50% of all PCB production at the company's Poole manufacturing base.

Employing over 100 full-time staff, the company's manufacturing site builds 300 live-line products in addition to managing a range of other activities and providing technical support.

In recent years, the factory has gained BSI accreditation for environmental management and winning prestigious industry awards for excellence from the British Quality Foundation, ASLEC and HEMSA also highlights the company's recent achievements in the UK and commitment towards continuous improvement.

**Contact for journalists:**

Head of Communications, Peter Preston

Phone: 01202 782390      E-mail: [peter.preston@siemens.com](mailto:peter.preston@siemens.com)

PR Account Manager, Julian Gollogly

Phone: 07770 924441      E-mail: [julian.gollogly@ntlworld.com](mailto:julian.gollogly@ntlworld.com)

For further information and **press pictures** please see: [www.siemens.co.uk/traffic](http://www.siemens.co.uk/traffic)

**Siemens in the UK**

Siemens was established in the United Kingdom 170 years ago and now employs 13,760 people in the UK. Last year's revenues were £3.36 billion\*. As the world's largest engineering company, Siemens provides innovative solutions to help tackle the world's major challenges across the key sectors of energy, industry, infrastructure & cities and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company's global headquarters is in Munich, Germany. For more information, visit: [www.siemens.co.uk](http://www.siemens.co.uk)

\* Data includes intercompany revenue. Data may not be comparable with revenue reported in annual or interim reports

**Siemens Mobility and Logistics Division**

The Siemens Mobility and Logistics Division (Munich, Germany) provides solutions to customers whose business models are based on optimising passenger and freight transport. The Division bundles all Siemens business related to management of international traffic, transport, and logistics. This includes railway automation, infrastructure logistics, intelligent traffic and transport systems, and technologies for developing the infrastructure for electric mobility. For more information, visit [www.siemens.com/mobility-logistics](http://www.siemens.com/mobility-logistics) and [siemens.co.uk/traffic](http://siemens.co.uk/traffic)

FOLLOW US ON 

[www.twitter.com/Siemens\\_Traffic](http://www.twitter.com/Siemens_Traffic)