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Siemens tram for Doha honored with the iF Design Award

- **Award for the Doha Avenio**
- **Jury convinced by futuristic design**

The Siemens Avenio tram for Doha, in the Emirate of Qatar, has been honored with the iF Design Award 2018. Siemens developed the prize-winning design together with the “Yellow Window” design agency. Clean lines, generous white surfaces and darkened windows characterize the tram’s exterior. The interior has a bright and airy ambience, while special sun shades on the roof and tinted insulated glass maintain comfortable interior temperatures. Subtly styled seat fabrics and elegantly designed grab poles underscore the tram’s modern character and provide a pleasing passenger experience.

“The Avenio’s timeless and futuristic design ideally complements the modern architecture of Doha. The tram’s planned operation without overhead contact lines makes the Avenio a model for sustainable rail rapid transit,” said Sabrina Soussan, CEO of the Mobility Division at Siemens.

Siemens was commissioned in 2012 by the Qatar Foundation (QF) to deliver a turnkey tram system for Doha. The Avenio will operate completely without overhead contact lines on an 11.5-kilometer route in Doha’s Education City.

Commenting on the award, Ghanim Al-Ibrahim, Executive Director, Capital Projects Directorate, QF, said: “We are delighted to see Doha’s new tram system receive international recognition for its state-of-the-art design. Sustainability is at the forefront of our agenda at QF; it is at the heart of all we do, from renewable energy initiatives to green buildings to healthy living programs. The tram system is pivotal to

QF's goal of transforming Education City into an environmentally-friendly 'smart-city' with reduced carbon emissions, and dramatically improving the lives of residents."

The trams are equipped with Siemens' Sitras HES hybrid energy storage system that quickly charges during station stops. The tram's operation without an overhead contact line opens up new perspectives for vehicle design and will have a positive impact on the urban landscape. Siemens will be delivering a total of 19 three-section trams to Doha.

For the past 65 years, the annual iF Design Award has been regarded as a prestigious seal of quality for outstanding design. A jury of 63 experts selected the winner of this year's award from a total of 6,400 entries from 54 countries. Siemens received the award in the discipline Product Design, category Automobiles/Vehicles. The iF Design Award will be presented to Siemens today in Munich. Following the Red Dot Award in July 2017, Avenio Doha has now been honored for the second time for its outstanding Design.

This press release and additional material are available at:

www.siemens.com/press/avenio-qatar

Contact for journalists

Eva Hauptenthal

Phone: +49 89 636 24421; E-mail: eva.hauptenthal@siemens.com

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