

# WE ARE STEER

## Today, 40-year old transport consulting firm Steer Davies Gleave becomes Steer

The decision to rename reflects the Company's expanding international footprint and growing project portfolio into sectors beyond transport, including fuel, power and economic development. Transport remains at the core of its business, and Steer will continue to evolve within the global marketplace and its rapidly-changing landscape.

"I am delighted to announce our new name, Steer," said CEO Hugh Jones. "It reflects our continuing growth and diversity to help clients maximise opportunity in an ever-changing landscape. Our new name marks an important point in the firm's history. For over 40-years we have provided impartial, objective and results-driven advice. As Steer, we continue to strive for excellence in the transport sector, while celebrating our expansion into new and evolving markets."

### Key points about the transition to Steer

- Steer remains independent, employee-owned and impartial, with no external shareholders.
- The name change does not mark an adjustment to the company's management structure, nor is it a merger or an acquisition. The name change does not change the status of current projects or clients.
- Steer is a consultancy that combines commercial, economic, technical and planning expertise to find powerful answers to clients' complex challenges. The company delivers work for clients across cities, infrastructure and transport.
- The firm is comprised of specialists that work together to deliver targeted solutions and thoughtful insights.
- The headquarters remain the same: Upper Ground, London, together with 20 offices in cities across four continents.
- This year, Steer celebrates 40 years since the company's launch in 1978. The company has undertaken over 28,000 projects for clients in over 100 countries.
- For more information about Steer, visit [www.steergroup.com](http://www.steergroup.com).
- Attached imagery includes the new Steer logo and a selection of photographs from offices in London, Los Angeles and Mexico, plus some shots of the senior leadership team.

**For more information or to arrange an interview with our CEO, Hugh Jones, contact:**

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## About Steer

Steer is a consultancy that combines commercial, economic, technical and planning expertise to find powerful answers to clients' complex challenges. Mixing rigour and technical expertise with an open-minded, imaginative approach, the company helps its clients maximise opportunity and realise value within this rapidly-changing landscape.

Steer is headquartered in London UK, with a strong international presence throughout a network of 20 offices across four continents.

The company continues to work on high-profile projects and assignments throughout the world including:

- providing strategic, procurement, technical and operational advice to Transport for Wales procurement of the new Wales & Borders rail franchise and conversion of the core Valley Lines of South Wales to a new metro concept.
- traffic and commercial advisor on the sale of London's Stansted Airport.
- strategic, ridership and operational advisor to major US railroad infrastructure development proposals in California, along the North-East Corridor and in Boston, Massachusetts.
- implementing a downtown pedestrian wayfinding system for City of Toronto in Canada.
- worked on the first ever 'smart city' strategy for Pune in India, developing an Intelligent Transportation System.
- strategic and expert transport planning advice to support major commercial and mixed-used developments like the ongoing development of Canary Wharf, the redevelopment of the Shell Centre and the creation of a new commercial and residential district at Battersea Power Station.
- in Colombia, supporting Bogota's Transmilenio system for over twenty years – from its initial planning to its current day re-tendering.
- delivering Complete Streets design and operations guidance to the Government of Orange County, California.
- creating the award-winning Brick Lane urban realm and connectivity concept for the London Borough of Tower Hamlets.
- helping to secure funding for extensions to Manchester's Metrolink light rail system.
- identifying 100\$ billion euros of potential Chinese financial investment for transport-related projects for the 'new Silk Route', a major policy initiative developed by China to improve connectivity between Asia and Europe, crossing six major land corridors and a network of maritime routes.
- working with Transport for the North developing its strategy and programme to help the North of England grow to meet its full economic potential.