

Rome's new streetcars designed by Italdesign

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The new bidirectional streetcars that will begin operating on Rome's streets in 2025 embody the essence of functional design that the creative work team at Italdesign has always methodically applied to its projects.

The functional approach to design in the *light rail* sector inspired Italdesign designers to create a standout vehicle that offers both a distinctive design and a premium, comfortable, safe and environmentally friendly travel experience.

"With sincere respect and a deep sense of honor, we humbly embraced the privilege to contribute to the design of the new streetcars that will soon grace the streets of the eternal city," commented Enrico Lago, Industrial Design Team Leader of Italdesign, who added: *"Rome's timeless beauty continues to enchant the world so nothing could have inspired us more than the city and its history and aura of greatness. A nod to the city's rich heritage and cultural roots is infused within every aspect of the vehicle's interior and exterior design. Each detail prioritizes unwavering comfort, safety, sustainability, and aesthetics. For instance, the cab is a discreet allusion to the legendary gladiator and his helmet, which provided protection without obstructing vision and was a symbol of identity and pride."*

The extra-large glazed surfaces that characterize the driver's cab serve as the very essence of the streetcar, imbuing it with distinct identity and character and making it recognizable and unique. At the same time, they

provide an expansive view of the surroundings, which is vital for **passenger safety**. Because blind spots are minimized, operators can identify potential obstacles and respond quickly.

Enrico Lago explains: *"Large, glazed surfaces were also used for the sides for smooth connectivity between the inside and exterior spaces. This interchange, which is also emotional, gives passengers a wonderful sense of freedom and an immersive experience of the magnificence of Rome.* Lago concluded by saying: *"We also considered **practical aesthetic solutions for the evening to go along with the flow of passengers in and out and gave special attention to the accessibility of people with disabilities, adopting design solutions and modern equipment that ensure everyone has a comfortable and inclusive travel experience.**"*

The new fleet's livery, designed for upcoming and existing routes, evokes the Pompeian red symbolizing Rome's heritage and its **ATAC Public Transport and Mobility Service**. The unique visual branding ensures the streetcar commands attention and captivates onlookers, effortlessly merging Rome's eternal elegance with the modern charisma of a personality-driven vehicle.

ATAC awarded the contract for Rome's new streetcar fleet to CAF, a Spanish-based manufacturer of rolling stock and urban transportation systems serving multiple European countries, the U.S.A., Africa, and Asia.

Daniel Agullo, General Manager of Italdesign's subsidiary in Spain stated that CAF has been a long-standing customer of Italdesign. *"Our invaluable partnership resulted in Rome Capital's metro line more than twenty years ago. And here we are once again in Rome in this collaborative effort to realize a major sustainable mobility project that will greatly enhance the city's livability and resilience."* said Agullo.

"Italdesign is certainly a company dedicated to the global market", concluded Corrado Becchio, Italdesign Business Developer, *"However, contributing to this project, that embodies Italianness in its broadest sense; that is more than a simple means of transport because it represents a tangible bond between the past, the present and the*

future by crossing generations and eras; and that is a symbol of elegance and of Italian style, but also of efficiency and modernity, makes us extremely proud".

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