

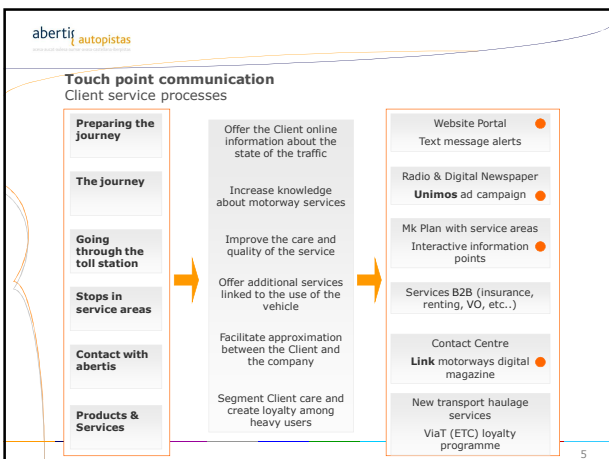
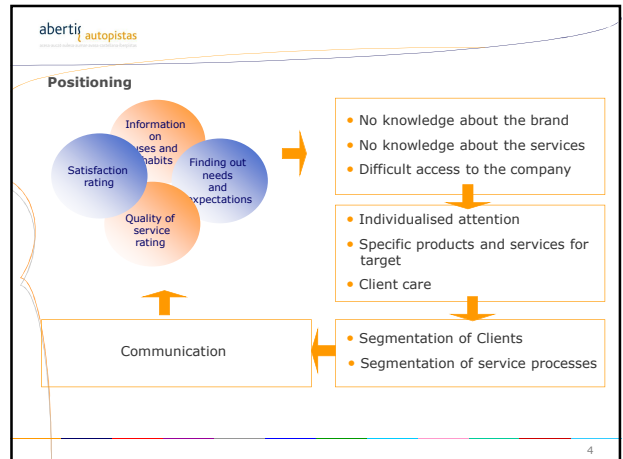
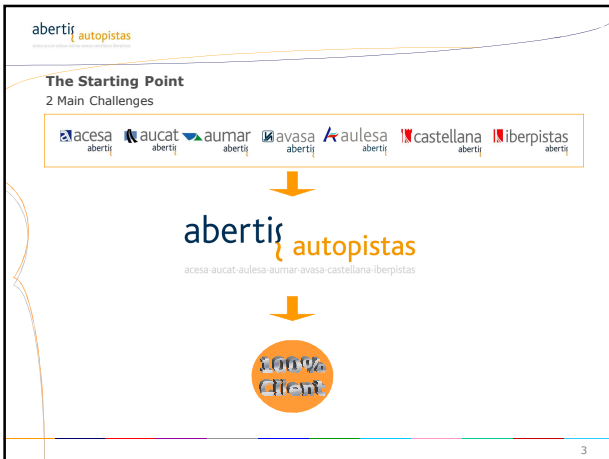
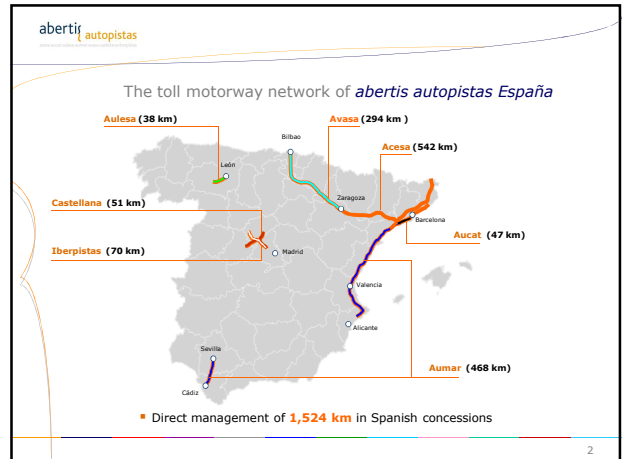
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The 100% Client Initiative

Oslo, June 2010

Juan Rodríguez de la Rubia

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Website Portal

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Institutional campaign abertis motorway brand

Joining together

Icon
Target
Services
Main Contact

Individual Client Professional Client (lorry drivers) Self-employed Client

7

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Interactive information points in service areas

7

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Seguridad vial

Información turística Puntos de Interés

Catedral de Santa Eulàlia de Barcelona

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Link motorways digital magazine

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100% Client

Thank you

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