



Shell Bitumen

# CASE STUDY AND CUSTOMER TESTIMONIAL



**NAME OF PROJECT:** Shell and Tarmac celebrate 11 years of coloured bus lanes: High technology solution helps reduce maintenance costs

**CITY/COUNTRY:** Birmingham, UK



## INTRODUCTION TO THE PROJECT

Shell and Tarmac have celebrated 11 years since the completion of the 6km coloured bus lane for the no. 67 bus service running along the A5127 Lichfield Road and A38 Tyburn Road in Birmingham. The three metre-wide bus lane used Tarmac's ULTICOLOUR coloured asphalt, which is incorporated with Shell Bitumen's Mexphalte C synthetic clear bitumen solution. Eleven years after the road was completed, it is still delivering excellent performance. "This project is a testament to our customers' confidence in our solutions, as well as a demonstration of our commitment to innovation. Shell Mexphalte C is a result of

Shell's pioneering innovations in coloured binders since 1967," said Thomas Moons, GM Shell Bitumen EU/SA.

## TECHNICAL AND LOGISTICAL CHALLENGES

Funding for the project was secured from the UK Department of Transport for an in-laid coloured asphalt surface course, rather than a coloured surface treatment. This formed part of the Birmingham City Council's 'Bus Showcase Scheme.

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SHELL AND TARMAC CELEBRATE 11 YEARS OF COLOURED BUS LANES IN BIRMINGHAM:  
HIGH TECHNOLOGY SOLUTION HELPS REDUCE MAINTENANCE COSTS

### KEY SELLING POINTS

- Critical Success Factors:**
- 11 years delivering excellent performance
  - High technology solution reduces maintenance costs
  - Pioneering innovations in coloured binders since 1967

<b>Application:</b>	A hot mix asphalt, a synthetic bitumen
<b>Product Family:</b>	Mexphalte C
<b>Client:</b>	Birmingham City Council
<b>Contractor:</b>	Tarmac

### THE SOLUTION

The distinctive surface along the bus lane was chosen to provide a clear signal to motorists to stay out, making enforcement easier, and allowing buses to travel more easily along their designated routes. ULTICOLOUR Classic Green was supplied and installed by Tarmac's contracting team, with the work completed between January-April 2004. The 2,500 tonnes of 14mm green ULTICOLOUR provided effective demarcation of the three metre wide bus lanes along one of the busiest routes in Birmingham's city centre.

### THE RESULTS

ULTICOLOUR, incorporated with Shell's clear binder Shell Mexphalte C, compares well on both fronts to other surfacing products like block paving and resin bound material. After 11 years of service and still going strong, this

has potentially helped save Birmingham City Council three if not four maintenance interventions (resurfacing) to date.\*\*As compared to surface dressing or painted solutions



*I'm delighted that our Ulticolour asphalt is still providing the people of Birmingham with the high performance long lasting solution they require. Our local authority customers are increasingly considering long-term durability when making decisions on their choice of resurfacing. Tarmac is committed to investing in the development of asphalt technology to help our clients to manage their assets and get long-term value for their investments in their road networks"*

Brian Kent, National Technical Director,  
Tarmac

### FOR FURTHER INFORMATION

Please contact your Shell Bitumen representative or visit: [www.shell.com/bitumen](http://www.shell.com/bitumen)