

# Press release

Wednesday, 22 October 2014

## BOUYGUES CONSTRUCTION LAUNCHES ITS NEW WEBSITE TO GO ALONG WITH ITS BRAND PROMISE OF "SHAPING A BETTER LIFE"

Bouygues Construction is launching [www.bouygues-construction.com/en](http://www.bouygues-construction.com/en), a new version of its website to reflect its brand promise, "Shaping a better life". This new website positions the Group as a major player in sustainable construction for its customers and the end users of its works. It also offers comprehensive and easy-to-understand information to its 45,000 monthly unique visitors, be they customers, partners, journalists, prospective job applicants, etc.



Following on from the launch of the careers website in October 2013 and the makeover of the "Shaping a better life" blog, the new <http://www.bouygues-construction.com/en> website is the final stage in modernising Bouygues Construction's online image. With the goal of creating an ecosystem, the site offers access from its home page to a "social media room" that is updated in real-time with the latest news published by the Group on its [blog](#), social networks ([Twitter](#) and [Facebook](#)) and various sharing platforms ([Youtube](#) and [Instagram](#)).

*"This new version of [bouygues-construction.com](http://www.bouygues-construction.com) is the final touch in modernising our corporate online image. Its innovative approach brings together in one portal all our online media and social networks with the aim of structuring our online communication and highlighting the digital content of the Group and its subsidiaries, both in France and abroad."* explains **Damien Rebourg, Corporate Communications Director of Bouygues Construction.**

In addition to giving a full presentation of the Group, its organisation, locations and key references throughout the world, the website shows its major commitments in terms of patronage, sustainable development and innovation. This is all backed-up by accounts from stakeholders, customers and users as well as key figures, films, and other online news sources. The website [www.bouygues-construction.com/en](http://www.bouygues-construction.com/en) also reveals world-class accomplishments in the fields of building, civil engineering and energies and services, which are exemplary in terms of their benefits for customers, the environment, the city and also for end users.

### Bouygues Construction online:

Corporate website:

<http://www.bouygues-construction.com/en>

Careers website:

<http://carrieres.bouygues-construction.com/en/home>

Blog: <http://blog.bouygues-construction.com/en/>

Twitter: [https://twitter.com/Bouygues\\_C](https://twitter.com/Bouygues_C)

Facebook:

<https://www.facebook.com/Bouygues.Construction>

Youtube:

<https://www.youtube.com/user/bouyguesconstruction>

Instagram: <http://instagram.com/p/uKyBQORWCD/#>

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As a global player in construction and services, Bouygues Construction designs, builds and operates buildings and structures which improve the quality of people's living and working environment: public and private buildings, transport infrastructures and energy and communications networks. A leader in sustainable construction, the Group and its 52,200 employees have a long-term commitment to helping their customers shape a better life. In 2013, Bouygues Construction generated sales of 11.1 billion Euros.



Shaping a Better Life