



🌟 > [blog](#) > Virtual Reality: Innovating in fire safety training for tram and bus drivers



Virtual Reality: Innovating in fire safety training for tram and bus drivers



📅 July 2, 2025

🕒 5 minutes

Virtual reality fire safety training is increasingly appealing to public transport stakeholders. **Keolis Bordeaux Métropole Mobilités (KB2M)** recently took the plunge by integrating a tailor-made immersive solution to train its tram and bus drivers. A look back at this innovative project that combines efficiency, ecology, and realism.

How can we successfully train KB2M employees in fire safety using immersive technologies?



Keolis Bordeaux Métropole Mobilités, a subsidiary of the **Keolis** group, has been a major player in Bordeaux's urban mobility since 2009. With more than 2,800 employees, it operates the **Transports Bordeaux Métropole (TBM)** network, guaranteeing the smooth running of public transport in the metropolis every day.

The **TBMouv! Lab** is the first local open-innovation laboratory dedicated to mobility. Created by **Bordeaux Métropole** and led by **KB2M**, its mission is to experiment with new solutions directly on the TBM network and on the smart university campus.

As part of its Corporate Social Responsibility (CSR) policy, **KB2M** wanted to **strengthen the training of its staff in fire safety**.

Like **KB2M**, optimize your staff's learning through the use of immersive and realistic solutions.

[Contact us!](#)

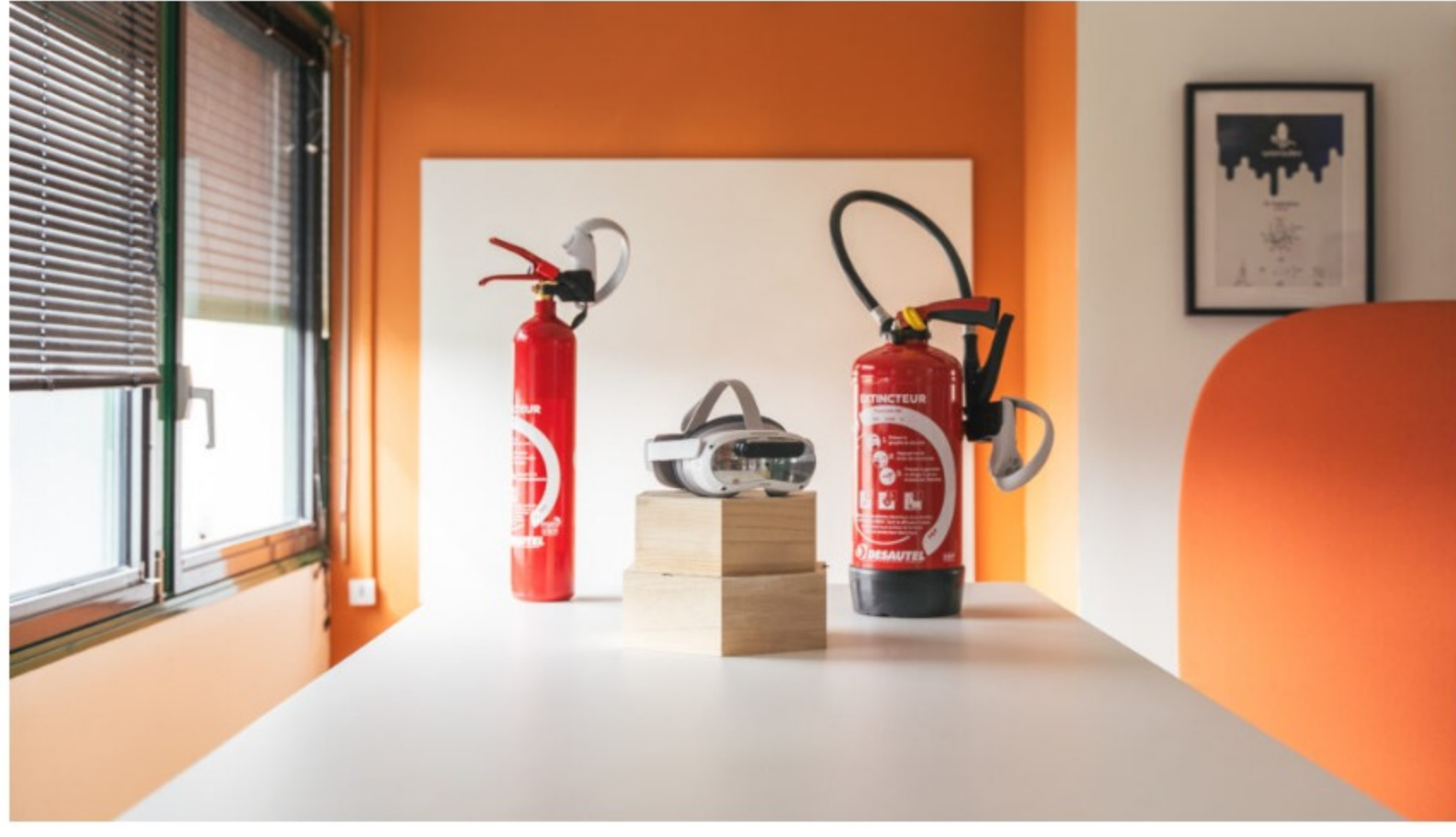


Immersive and tailor-made training in virtual reality

La solution **YouRescue**

YouRescue is an **immersive virtual reality training** technology dedicated to **fire safety** and **rescue** professionals. It immerses learners in a **realistic environment**, **faithful** to their work setting, to make training **more engaging and effective**.

The simulators integrate **real fire extinguishers** connected to virtual reality, allowing participants to practice handling this equipment in **realistic conditions**, **without risks** and **without CO2 emissions**. This fun and immersive approach optimizes the learning of safety instructions.

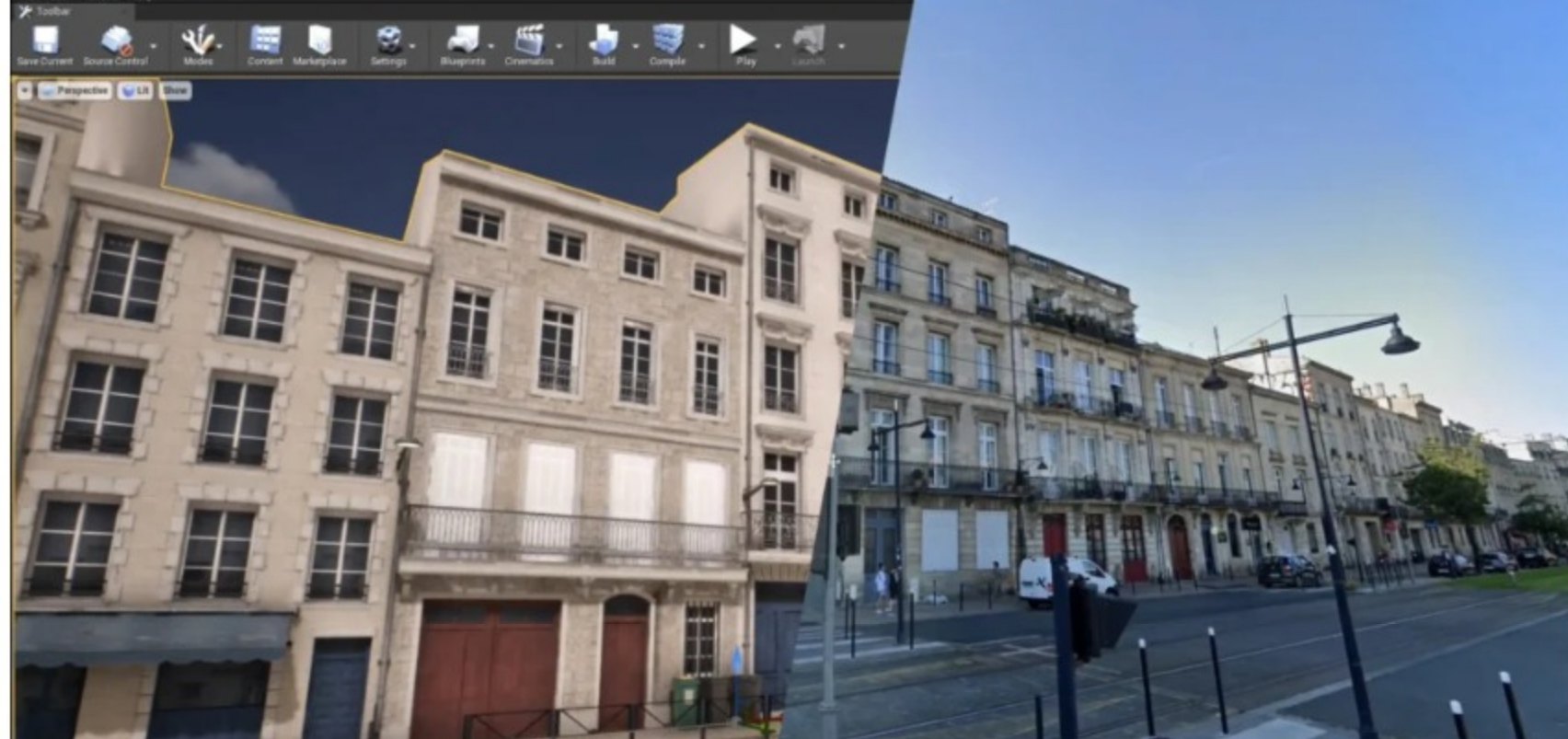


[Discover all of our scenarios available with the YouRescue solution.](#)



Culture Prev is a training organization whose goal is to develop a culture of prevention within companies by co-constructing tailor-made training programs with their clients. **Culture Prev trainers have been using the YouRescue solution for several years now**, so it was only natural that we worked together to meet **KB2M's** needs and develop a **fully tailor-made training solution**.

This **personalized virtual reality (VR)** solution is specifically designed for **tram and bus drivers** in **Bordeaux Métropole**.



A practical, economical and ecological solution thanks to virtual reality

It is very complex for **KB2M** to organize training sessions in real conditions because it requires them to immobilize a vehicle, to mobilize all the drivers on site and such an exercise can only be done in a depot.

By carrying out this training in virtual reality, we avoid several constraints since **the trainers only need a simulator and a training room that can accommodate the participants**.

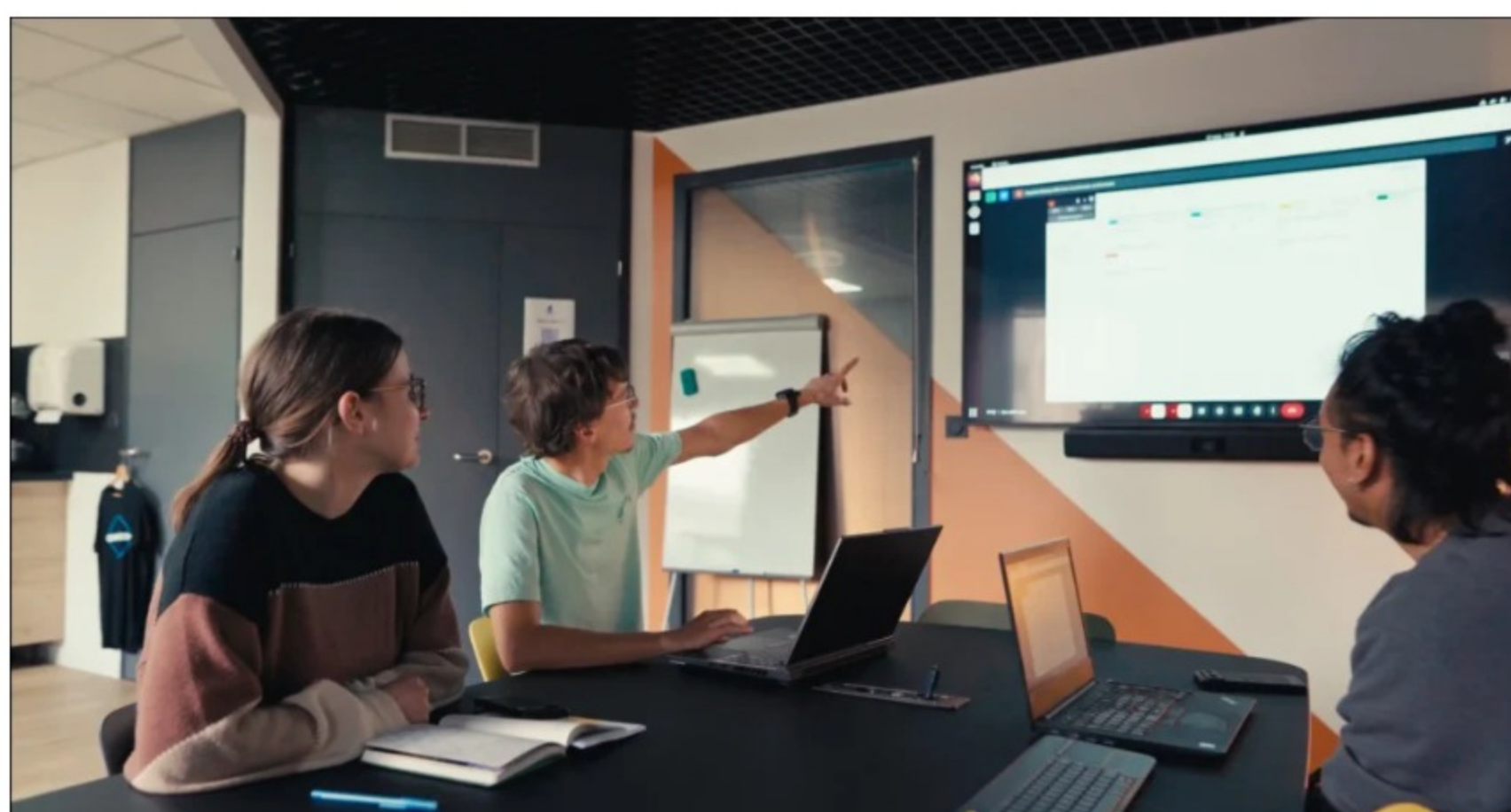
KB2M can therefore **optimize its training costs**, the sessions are **more ecological** because they do not require completely emptying fire extinguishers and, above all, **no vehicle needs to be mobilized**.

Increased loyalty through a strong understanding of the need

In order to meet **KB2M's** expectations as closely as possible, we conducted an **in-depth study** of the evacuation and risk management procedures applied by drivers.

It is by listening to the need and working closely with the teams that a concrete response was born, perfectly aligned with the challenges on the ground.

Thanks to the know-how of **Culture Prev** and the technical expertise of **YouRescue**, we have designed a virtual reality training course that meets the operational requirements of the profession.

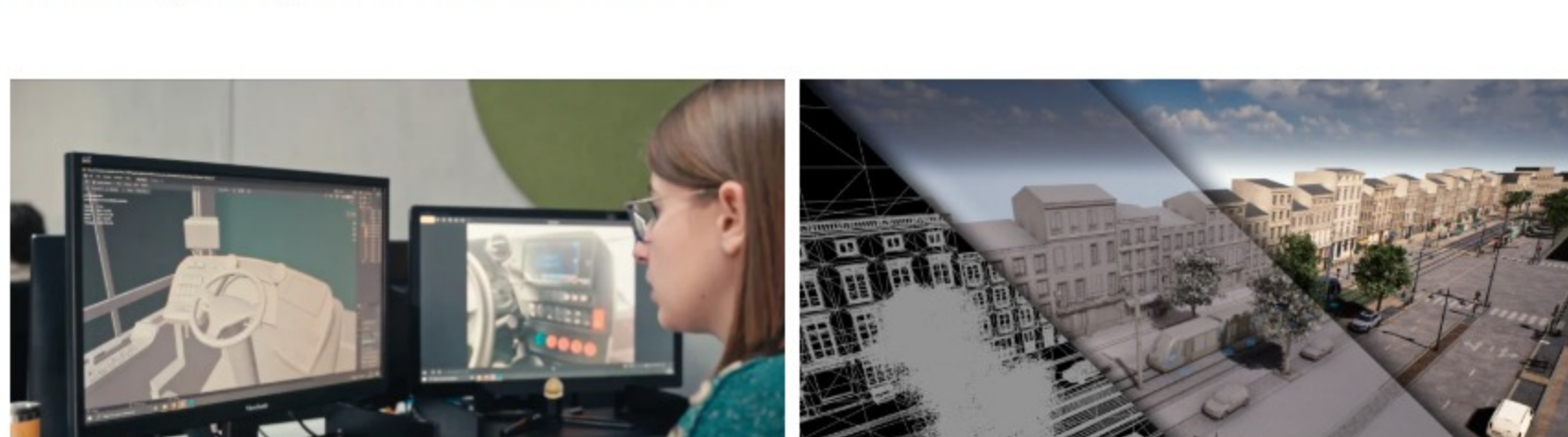


Strengthen immersion with a realistic, tailor-made environment

This tailor-made scenario transcribes a realistic environment of the working environment of tram and bus drivers in **Bordeaux Métropole**.

To **maximize the effectiveness** of training and **enhance learner immersion**, **YouRescue** teams modeled **Bordeaux's** streets, vehicles and infrastructure in 3D using technologies such as **Street View**, **Blender** and **Unreal Engine**.

Still with a view to realism, the trainer has the possibility of selecting the location of the fire before launching the training, **directly from the YouRescue solution**.



This project concerned the city of **Bordeaux**, but our skills allow us to adapt to any type of city, environment, procedure and training.

Do you want to develop a tailor-made training solution by modeling your work environment in 3D?

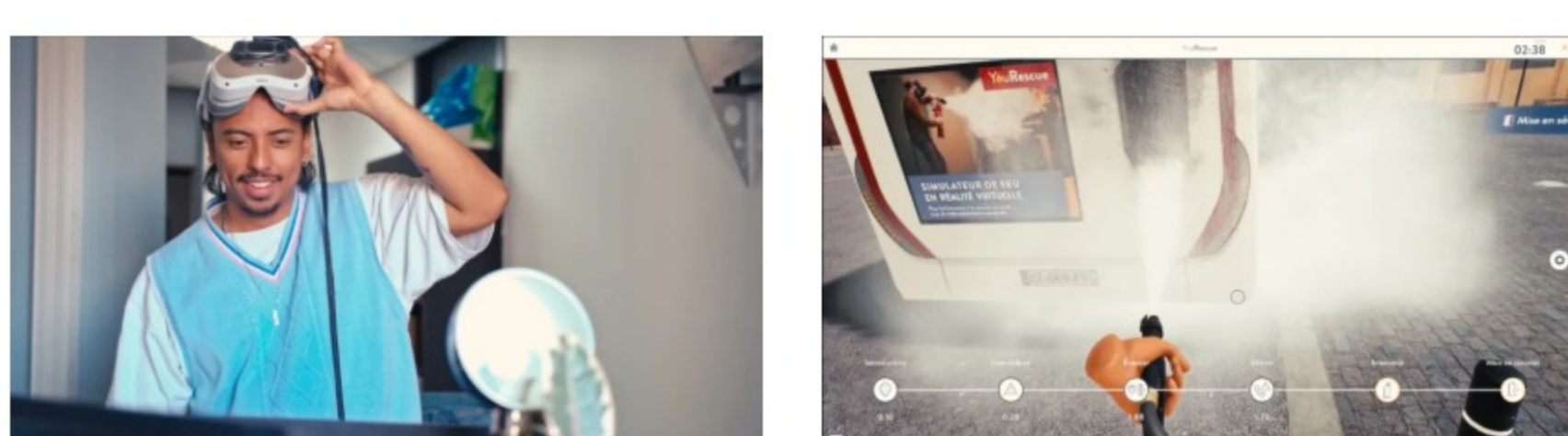
[Let's discuss it!](#)

Increased memorization through practical manipulations and precise assessment

Once the environment was modeled, the **YouRescue** team made it interactive to allow learners to carry out and memorize the essential actions of the fire procedure and then be assessed.

The solution allows them to experience a fire evacuation situation **as if they were actually there** and therefore to accomplish **all the tasks** of a risk management operation.

Learners will therefore have **better memorization** of the procedure as well as **better understanding** in the event of an emergency situation.



Reinforced teaching on fire training

Watch the video testimonial from the **YouRescue** team and **KB2M**.



Do you want to integrate virtual reality into your training and develop a realistic, tailor-made environment?

[Contact us today to design your custom solution!](#)