



**Fig S7. Impact of Fur and PvdS on the *PpqsA* and *PpqsR* promoter regions**

(A-D) Maximal promoter activity in the strains carrying the transcriptional fusions *PpqsA::lux* (A and B) or *PpqsR::lux* (C and D). White bars indicate the *pvdS*-proficient genetic backgrounds ( $\Delta 4AQ$  and  $\Delta 5AQ$ ); grey bars indicate the *pvdS*-mutant genetic backgrounds ( $\Delta 4AQ\Delta pvdS$  and  $\Delta 5AQ\Delta pvdS$ ). Strains were grown in LB or in LB supplemented with 40  $\mu M$  HHQ or PQS, as indicated. Diamonds indicate the pyoverdine levels measured in culture supernatants in the *pvdS*-proficient (white diamonds) or *pvdS*-mutant (grey diamonds) genetic backgrounds. Promoter activity is reported as Relative Light Units (RLU)/OD<sub>600</sub>; pyoverdine levels are reported as OD<sub>405</sub> normalized to cell density (OD<sub>600</sub>). (E) Maximal *PpqsA::lux* and *PpqsR::lux* promoter activity in the wild type (white bars) and  $\Delta pvdS$  (grey bars) strains grown in LB. Promoter activity is reported as Relative Light Units (RLU)/OD<sub>600</sub>. (F) *E. coli* H1717 cells containing the plasmids indicated and grown for 24 h at 37°C on McConkey agar supplemented with 10  $\mu g ml^{-1}$  Tc and 20  $\mu M$  FeSO<sub>4</sub>. Red-staining indicates the ability to ferment lactose and hence the binding of Fur to the target promoter. miniCTX-*Ppchs::lux*, positive control (red colonies); miniCTX-*lux*, negative control (white colonies).