

# PRESS RELEASE

## MOBILITY AS A SERVICE: MAKING PUBLIC TRANSPORT A LUXURY

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### **Have you heard all about Mobility as a Service?**

As the number and diversity of urban mobility services is rapidly growing around the world, it's no surprise that MaaS is the next hot topic.

Picture this, you've got your next big work appointment or play date within the next 20 minutes and with limited funds on your bank card, you're searching for the quickest and cheapest mobility option...

With all the options available, where do you start? How do you know that you're choosing the best service for you?

The new **UITP Policy Brief, 'Ready for MaaS? Accelerating easier mobility for citizens and better data for cities'** aims at giving authorities precious insights into the opportunities and measures to be taken.

**Mobility as a Service (MaaS)** is all about the integration of and access to different transport services in **one digital mobility offer**. This tailor-made service suggests the most suitable solutions based on the traveller's needs, ensuring a **door-to-door service** and enabling **life without owning a car**.

*"Mobility as a Service is about cooperation and building a strong partnership. Aligning with cities' mobility goals and understanding the needs of transport operators while responding to the needs of travellers is the key to success. The brand new UITP Report and Policy Brief on MaaS is a must-read for those who wish to remain at the forefront of the urban mobility landscape as it develops."*

**Caroline Cerfontaine**  
**Senior Manager - Urban Mobility Governance Unit Leader**

While it is crucial to place the user at the heart of MaaS, this mobility solution has benefits for more than just the users.

City authorities aiming to reach their public policy goals, and public transport operators looking to provide better services and increase the number of public transport users, can also take a slice of the action.

With this in mind, MaaS should be **created in collaboration** with **all relevant stakeholders** to ensure impartiality, trust and benefits for all.

***Let's make MaaS the tool for steering us into a sustainable future!***

[Read our policy recommendations for implementation here](#)

For further details and information, the MaaS Report is [available here](#)

**MaaS will be all over the programme at the next  
[UITP Global Public Transport Summit \(Stockholm, 9-12 June 2019\)](#)**

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**To see the full picture of MaaS in the region where it all began: Scandinavia!**

**(UITP) [The International Association of Public Transport](#)** works to enhance quality of life and economic well-being by supporting and promoting sustainable transport in urban areas worldwide. As a passionate champion of sustainable urban mobility, UITP is internationally recognised for its work to advance the development of this critical policy agenda. With more than 1600 members in almost 100 countries, UITP has a long history to its name, and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes. Visit the [newsroom](#) and follow us on [Twitter](#).