PRESS RELEASE

IT-TRANS 2016: IT'S ALL ABOUT THE CUSTOMER

BRUSSELS, 4 MARCH 2016

Emerging IT technologies are transforming the relationship between public transport and its customers: such was the key message from the 2016 IT-TRANS, International Conference & Exhibition on IT solutions for public transport (1-3 March in Karlsruhe, Germany).

Rapid urbanisation, the insatiable rise of the smart phone and the sharing economy are all changing the way that people are using public transport and their expectations of it and the sector is already rising to the challenge.

"Public transport needs IT tools to enable us to be smarter and to better match supply to demand," commented UITP Secretary General, **Alain Flausch**. "We need to embrace the IT revolution to lead the pack and become the backbone of urban mobility through the use of all these new tools".

Though public transport will remain the 'backbone' in cities, it will need to develop **inter-modal platforms** and **integrate new mobility players.** This to truly reply to customers' needs and ensure that ride selling services are just part of the picture and not the only show in town.

"In public transport, we had been used to [just] telling people about our services...until Uber came along," said **Rahul Kumar**, Senior Vice President at Transdev. "We need to [go further and] be much more dynamic in providing solutions for customer's journeys".

There was also a shared feeling that whilst private autonomous cars are just over the horizon, they will be unable to offer an answer to the congestion our cities face. The **only real solution will be shared, electric and probably autonomous vehicles**.

"The world's population cannot continue to drive around in their automobiles, it is just not going to work," said IT-TRANS 2016 keynote speaker and US mobility visionary, **Gabe Klein**. "Ownership is dead in many ways: shared mobility and public transport are the future and Ford probably won't be making cars in 50 years".

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"We are very satisfied with this year's IT-TRANS. Record numbers on visitors and exhibitors and a bigger share of international participants prove that the fifth edition of the event has firmly established Karlsruhe as a global hub for digital solutions in public transport," said **Britta Wirtz**, Managing Director of co-organiser KMK.

The biennial event attracted almost 500 conference delegates and 210 exhibitors (up from 162 exhibitors in 2014) from 34 countries as well as 5,000 visitors (up 36%), bringing together leaders of the IT industry and the public transport sector together with new players and providers of digital services.

For photos of the event, please visit: http://bit.ly/21MNMd0
For video interviews with IT experts, please visit: http://bit.ly/1QXvUKM

NOTE TO EDITORS
IT-TRANS, International Conference and Exhibition on IT Solutions for Public Transport, celebrated its debut in Karlsruhe in 2008. Within a short period the biennial event was established as the most important platform for the industry. It is organised by UITP and Karlsruher Messe- und Kongress-GmbH (KMK).

The International Association of Public Transport (UITP) is a passionate champion of sustainable urban mobility and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes. We have 1,400 member companies giving access to 16,000 contacts from 96 countries. Our members are public transport authorities and operators, policy decision-makers, research institutes and the public transport supply and service industry. Visit our website www.uitp.org. Follow us on Twitter: @UITPpressoffice