

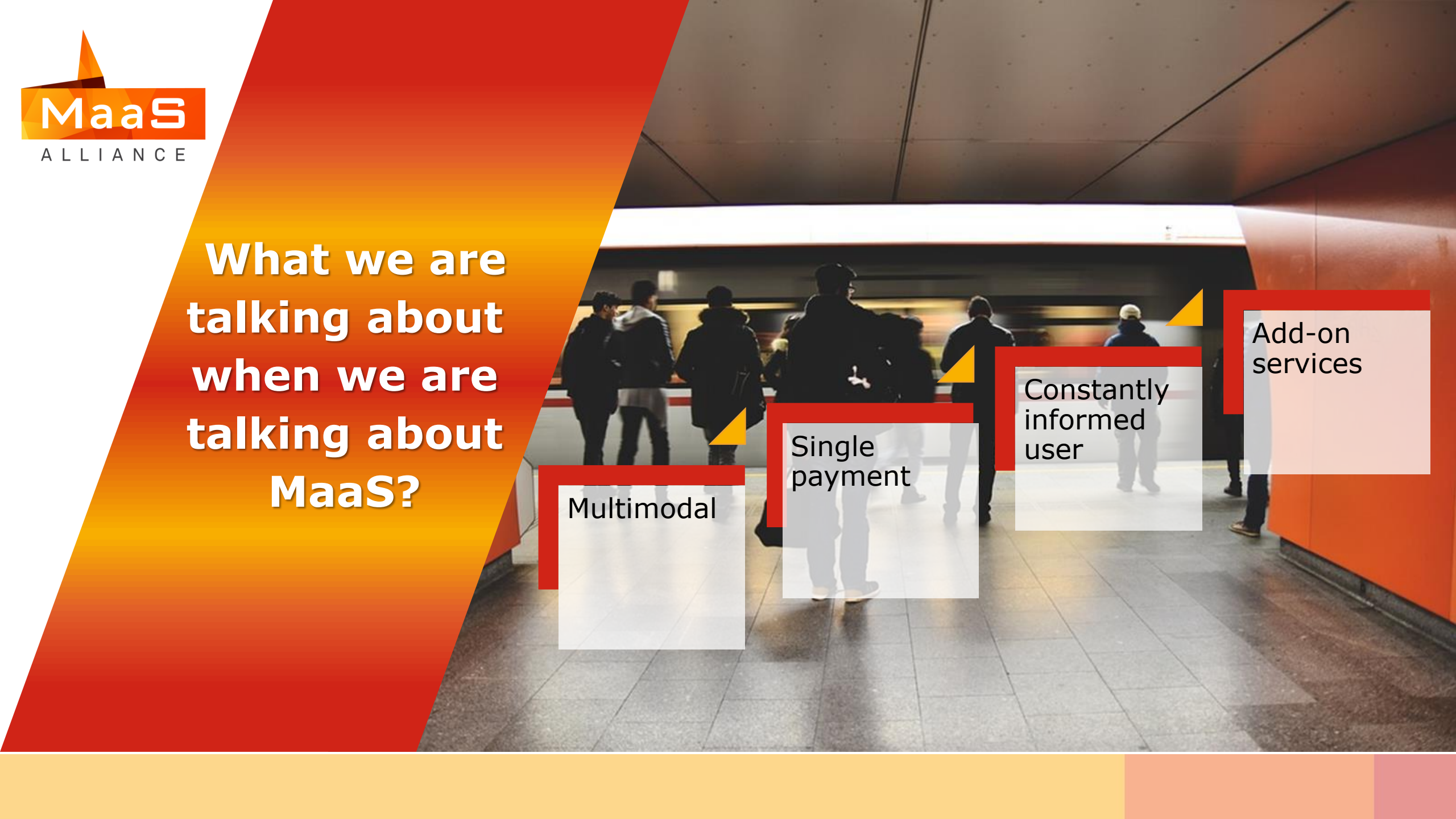


Mobility as a Service - the solution Europe is looking for

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**What we are
talking about
when we are
talking about
MaaS?**



Multimodal

Single
payment

Constantly
informed
user

Add-on
services



Open MaaS Ecosystem



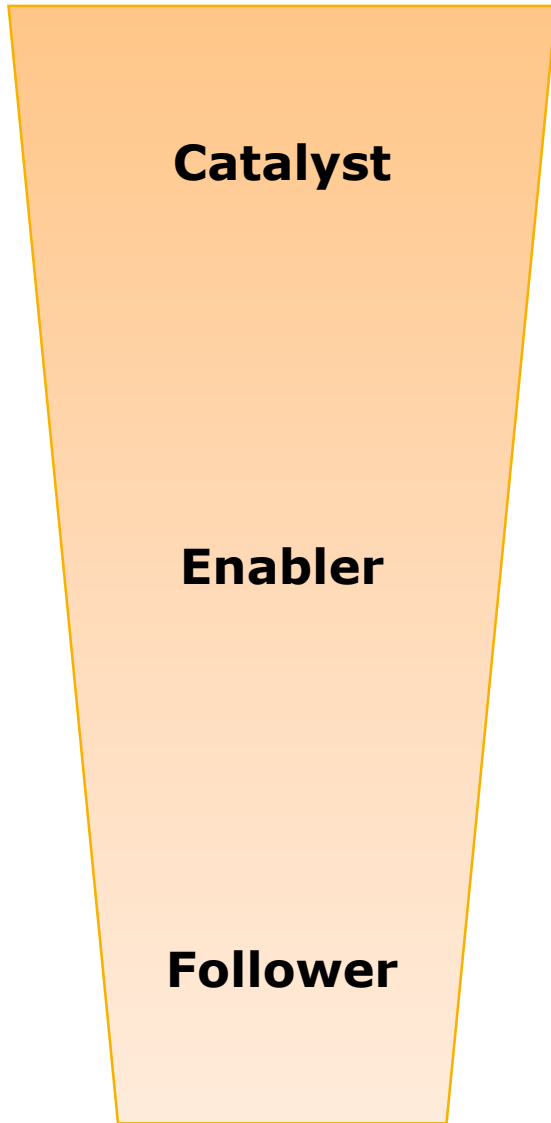
MaaS service provider:
access to market and services

Transport operators:
freedom to supply and to connect

User:
roaming of services

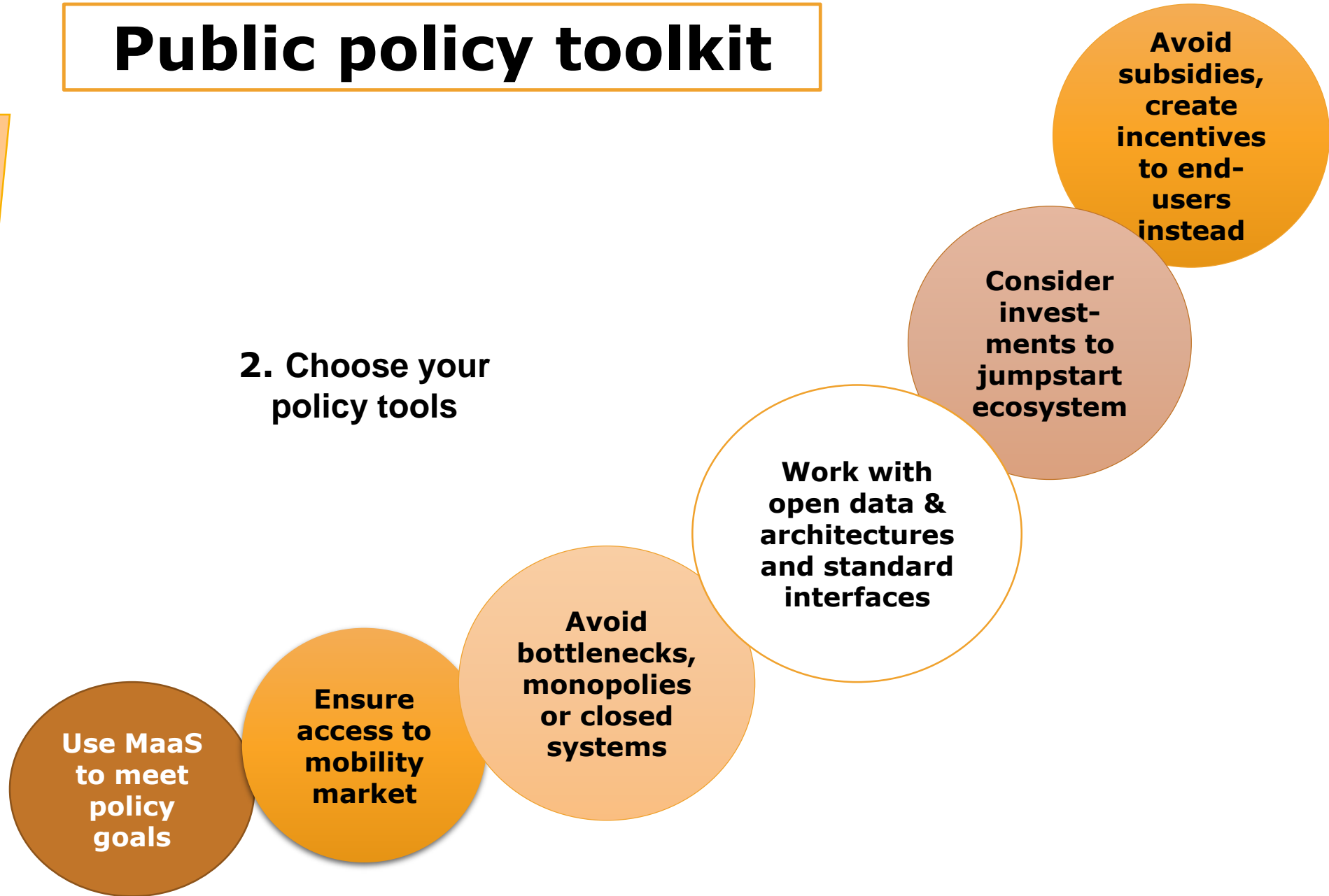
Data & technology:
Open data, open APIs

1. Choose your level of ambition

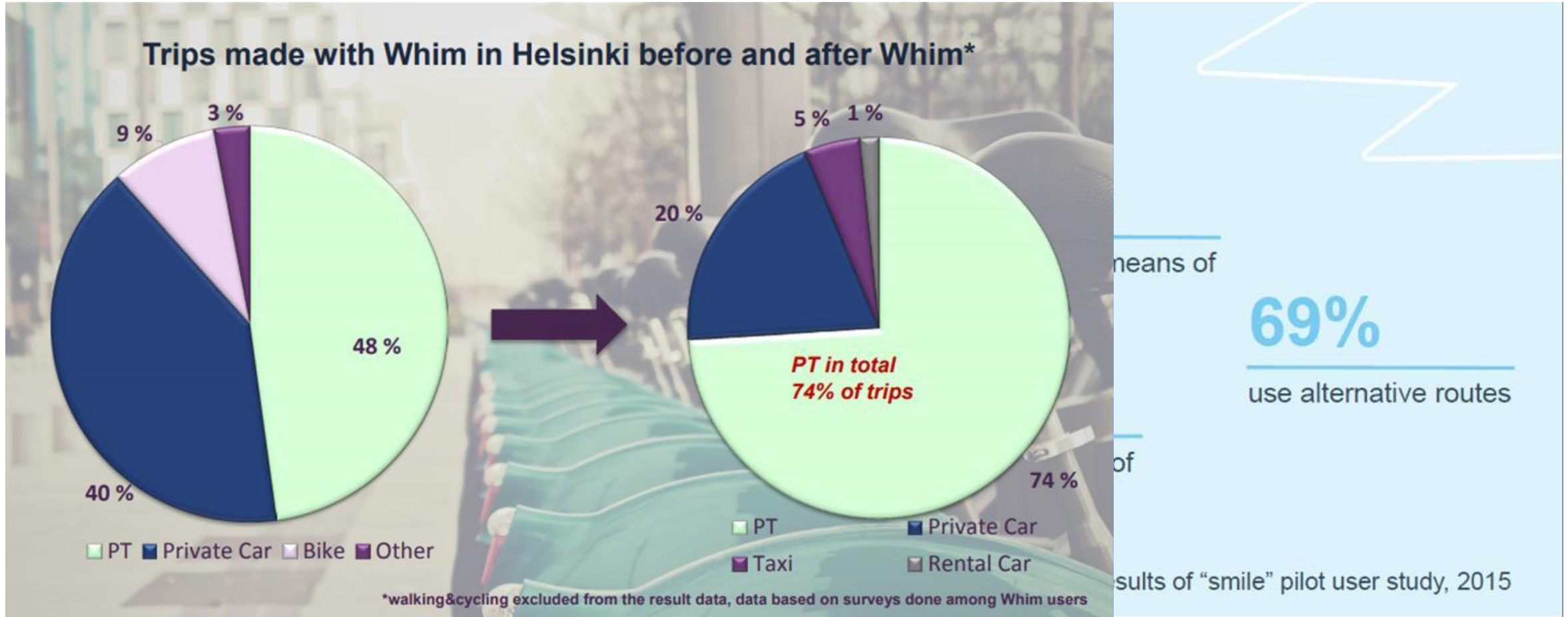


Public policy toolkit

2. Choose your policy tools



Mobility as a Service provides tools for transport decarbonisation



Nail it or fail it....

Integration

Flexibility & certainty

**Scalable, roamable – and based on the best
local ingredients**



**Builds open
MaaS
ecosystem**

**Ensures
that MaaS
user is
always
"better off"**

**Enhances
roaming of
services**

**Provides
market
insights &
MaaS
information**

**Connects
"problem-
owners"
with solution
providers**



THE CITY OF TAMPERE



The logo features the word "MaaS" in a bold, white, sans-serif font, set against a dark orange rectangular background. To the left of the text is a stylized orange triangle. Below the main logo, the word "ALLIANCE" is written in a smaller, white, spaced-out sans-serif font.

MaaS

ALLIANCE

A background image showing a close-up of two hands holding a smartphone. The hands are positioned as if the phone is being presented or shared. The background is a soft, out-of-focus light color.

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