



NEWS RELEASE

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ITS (UK) group launched to channel professional thinking into MaaS market

ITS (UK) has held its first forum on the topic of Mobility as a Service (MaaS) in London, simultaneously launching a new interest group dedicated to the subject.

The organisation has identified MaaS as a key deliverable of ITS technologies, and although many of the concepts constituent parts, such as connected vehicles, local authorities, road user charging and public transport, are covered by other working groups, it was clear that there is a demand for specific meetings to discuss and develop MaaS in the UK.

Founding Chairman, Andrew Pearce of Jacobs said, “We have pulled this group together due to overwhelming interest from sectors spanning software to financial services, with key transport and technology players in between. The potential to enable modal shift and reduce pollution and congestion by providing a more convenient alternative to car trips is really grabbing the industry’s imagination and the global projected market of over \$2T underlines just what a key topic this is to get right”

The initial meeting heard from speakers representing, among others, Jacobs, TravelSpirit, Newcastle University, Transport Systems Catapult and Ito World, as well as hosts Cubic.

The meeting heard how MaaS is part of the shift, “From the Culture of Me to the Culture of We,” to build seamless demand-based travel. As well as the technology to deliver MaaS, delivery variations between urban and rural areas was discussed, while Professor Margaret Bell of Newcastle University suggested MaaS could be used to manage transport demand in order to reach climate change targets.

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The group also considered the contribution of Autonomous Vehicles to MaaS and the role of Local and Central Government in the whole ecosystem.

The ITS (UK) MaaS Interest Group is expected to meet regularly throughout the year, rotating locations between major cities, and to mail key updates in this fast moving sector to all members.

Ends

ENQUIRIES:

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Notes to editors:

ITS UNITED KINGDOM, the UK association for the promotion of Intelligent Transport Systems (ITS), is a not-for-profit public/private sector association financed by members' subscriptions, and provides a forum for all organisations concerned with ITS. We work to bring the benefits that ITS can offer in terms of economic efficiency, transport safety, and environmental benefits to the United Kingdom - and at the same time expand the ITS market.

The membership, around 150 UK organisations, comprises Government Departments, Local Authorities, consultants, contractors, manufacturing and service companies, and academic and research institutions.

Members benefit from ITS United Kingdom activities including seminars, workshops and regular news dissemination. ITS United Kingdom encourages discussion on issues such as public/private co-operation, standards, legislation, information provision and new technology.