



**Brussels, September 26, 2023** – The **MaaS Alliance**, a dynamic public-private partnership dedicated to driving the global adoption of Mobility as a Service (MaaS), is thrilled to announce a significant expansion of its network with the inclusion of **Google**.

Through products such as Search, Maps and YouTube, Google plays a meaningful role in the daily lives of billions of people.

Driven by the organisations' shared intentions, the partnership will explore possibilities to **help more people make more sustainable choices** when getting from A to B by increasing visibility and enhancing the user experience for a variety of sustainable transport modes; for example public transport, walking and shared bikes among other efforts. The MaaS Alliance actively engages with like-minded stakeholders who share our vision of fostering sustainable transportation to help tackle the pressing global climate crisis.

Google's decision to join the MaaS Alliance aligns with their ambition to work with public and private sector organisations towards a common ecosystem goal of **seamless and inclusive sustainable mobility**. The MaaS Alliance team **welcomes Google as a valuable new member and eagerly anticipates the opportunity to collaborate**.

### **About the MaaS Alliance**

The [MaaS Alliance](#) is an international non-profit association which builds preconditions for successful Mobility as a Service (MaaS) implementations. The Alliance promotes public

awareness of MaaS to drive a paradigm shift in the mobility and transport of people and goods. Its Members are collaborating to achieve a harmonised approach to MaaS deployment in Europe and beyond.

### **About Google**

Google's mission is to organize the world's information and make it universally accessible and useful. Through products and platforms like Search, Maps, Gmail, Android, Google Play, Google Cloud, Chrome and YouTube, Google plays a meaningful role in the daily lives of billions of people and has become one of the most widely-known companies in the world. Google is a subsidiary of Alphabet Inc.