

MaaS Alliance delighted to welcome Visa as new member

Brussels, 30 May 2023 – The MaaS Alliance, a public-private partnership driving the rollout of Mobility as a Service worldwide, is delighted to announce that its network has further expanded and now includes Visa, one of the world leaders in digital payments. The MaaS Alliance team is honoured to welcome Visa as a new member and is looking forward to working together.

Visa has worked with private companies, public transport operators, and technology enablers to implement digital payment acceptance in the urban mobility industry around the world, which is helping to enhance the travel experience for consumers. Visa has facilitated the adoption of contactless fare systems through debit, credit, and prepaid solutions in more than 150 cities. Additionally, the company has partnered with various organisations to introduce mobile-based solutions for electric vehicle charging and parking.

Visa has established a Global Urban Mobility team which is dedicated to supporting contactless implementations. This team will be working directly with the MaaS Alliance.

In joining the MaaS Alliance, Visa will have the opportunity to cooperate with key players in the MaaS industry, bringing its expertise in payments; sharing experiences and implementations to build a new vision in cooperation with all the parties involved.

Venceslas Cartier, responsible for Urban Mobility European Partnerships at Visa, expressed enthusiasm for the new collaboration: “Mobility is the backbone of cities and critical to in serving the three pillars of a thriving urban space – people, economy, and environment. We are thrilled to join the MaaS Alliance, working together with all members towards an open MaaS ecosystem, bringing our expertise in payments to reimagine urban life and help generations to come enjoy more connected and liveable cities.”

The key to making our cities better places to live is the willingness and ability for all players in the ecosystem to come together in designing the future. Public transport authorities, transport operators, think tanks and MaaS solution providers should all work together to facilitate the delivery of world-class services that will improve life in the world’s cities.

“To facilitate the open Mobility Ecosystem, we need to make sure we are collaborating with the most influencing stakeholders within the market. Users are the backbone of MaaS and we need to make it is as easy as possible for them to choose between all mobility options available. We also want to make it possible for users to gain easy access to all mobility and to pay for the services they use. We are very happy to have Visa with us.”, says Roelof Hellemans, Secretary General of the MaaS Alliance.

For more information on Visa’s Europe Urban Mobility Partnership:

<https://www.visa.co.uk/visa-everywhere/innovation/global-urban-mobility.html>

About the MaaS Alliance

The MaaS Alliance is an international non-profit association that 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.

<https://maas-alliance.eu/>