

Press release, 17 December 2019

SBB launches test version of the new mobility app SmartWay

SBB is launching the test version of its new mobility app. The SmartWay app aims to meet rapidly changing mobility requirements in densely populated urban areas. This means, for example, all available mobility options can be viewed at a glance. Passengers will also have easy access to all mobility providers in just one click in future. SmartWay is the next generation of mobility and promotes sustainable mobility. SBB is now looking for test users to help make further improvements to the app. The test version will be launched on 17 December as an iOS version in the app store and as an Android version in the Google PlayStore.

New mobility platforms simplify travel. Various modes of transport – such as cars, bicycles, trams, buses, trains and e-scooters – can be combined as required. This makes transport easier to use and simplifies planning. SBB and its partners hope this will help to foster the modal shift to public transport and the customer-friendly improvement of the occupancy rate. SBB is now looking for test users to help to further improve the individual features of the new SmartWay test app. The app is being developed in cooperation with PostBus and the technology start-up Axon Vibe. Tried-and-tested features will then be incorporated into the SBB Mobile app.

SmartWay learns from users' travel patterns by constantly showing them all transport options available and relevant connections nearby. In one click passengers can also view departure tables with current public transport timetable information – combined with connection queries for various mobility providers. The locations and availability of shared mobility, such as e-scooters, carsharing schemes and bicycles, is also indicated. The live ticker provides passengers with the latest updates in the event of incidents. All public transport travelcards (GA Travelcard, Half Fare Travelcard, seven25 and regional Travelcards) can also be shown with SmartWay.

Booking services with a single account

The first end-to-end booking of a sharing provider will be integrated in the next update which is scheduled for January 2020. This will allow users to book and use services with just one account or payment method. This means various apps, logins and payment methods are no longer required. Further providers will be integrated on an ongoing basis.

SBB will continually aim to make further improvements to SmartWay over the coming months. The test app is currently available in German and English while French and Italian versions will also be introduced in future.

The future of mobility using tailored solutions

The mobility of the future will be based on tailored digital solutions aimed at ensuring optimal use of the full range of services covering all public and private transport providers. SBB gives top priority to providing its customers with user-friendly access to sustainable mobility services. The long-term appeal and competitiveness of rail transport will be based on simple, digitised services. SBB has been operating the most successful mobility app in the public transport sector for a number of years in SBB Mobile which has over three million active users. By developing mobility platforms, SBB aims to make personalised and individual support across the full range of mobility services more customer-friendly and efficient and to lead the way globally. Proven SmartWay features are also set to be made available to passengers in future via SBB Mobile.

Further information/instructions for test users:

<https://play.google.com/store/apps/details?id=ch.sbb.ssm.mobilitaetsapp>

<https://apps.apple.com/ch/app/smartway/id1478128796?l=en>

www.sbb.ch/smartway