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Contact: Cathy St. Denis
cstdenis@itsa.org

ITS AMERICA TO BUILD MOBILITY ON DEMAND ALLIANCE
Establishes Partnership with the MaaS Alliance

COPENHAGEN – The Intelligent Transportation Society of America (ITS America) today announced a partnership with the Mobility as a Service (MaaS) Alliance, hosted by ERTICO – ITS Europe, which will help ensure ITS America captures global best practices and avoids duplicating work as it builds a Mobility on Demand Alliance (MODA) to coordinate and develop seamless mobility in the United States.

A newly established ITS America MOD Task Force will guide the formation of the MODA. Once launched, the MODA will promote an innovative, customer-focused approach to transportation that leverages technology, mobility services, real-time data, transit and intelligent transportation systems to provide improved mobility options for all. The MODA illustrates ITS America’s commitment to the safe and seamless movement of people, data, and freight in the 21st century.

“ITS America is thrilled to bring together the public and private sector partners that are shaping the future of Mobility as a Service,” said Shailen Bhatt, President and CEO of ITS America. “In addition to helping people figure out the most cost and time effective way to get around, we will collectively create smarter, more livable communities in which traffic flows more easily.”

“The MaaS Alliance has been such a success in Europe and beyond because people want smarter and more customized mobility solutions,” said Jacob Bangsgaard, CEO of ERTICO - ITS Europe and the President of the MaaS Alliance. “We are excited to partner with ITS America as it embarks on a similar journey in the United States.”

Chris Murray, President and CEO of Kapsch TrafficCom North America, and Roger Millar, Secretary, Washington State Department of Transportation, will serve as the ITS America MOD Task Force co-chairs. Today’s announcement came during the 25th ITS World Congress, taking place here this week.

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About ITS America
The Intelligent Transportation Society of America advances the research and deployment of intelligent transportation technologies to save lives, improve mobility, promote sustainability, and increase efficiency and productivity. Our vision is a better future transformed by intelligent mobility: safer, greener, smarter. For more information, please visit www.itsa.org

About MaaS Alliance
The Mobility as a Service (MaaS) Alliance is a public-private partnership creating the foundations for a common approach to MaaS, unlocking the economies of scale needed for successful implementation and take-up of MaaS in Europe and beyond. The main goal is to facilitate a single, open market and full deployment of MaaS services. The MaaS Alliance is hosted by ERTICO-ITS Europe. For more information, please visit https://maas-alliance.eu