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ALD automotive becomes a member of maas alliance

ALD Automotive is proud to announce that it has joined MaaS Alliance, a public-private partnership which aims at creating the foundations for a common approach to Mobility as a Service (MaaS) and identifying the economies of scale needed for successful implementation and take-up of MaaS.

The Alliance's main goal is to facilitate a single, open market and the full deployment of MaaS services in Europe and beyond. This will be achieved by integrating various forms of transport services (public transport, ride-, car- or bike-sharing, taxi or car rental/lease, or a combination of various options) into a single mobility service accessible on demand and through a single payment channel. With over 75 members from various industries, MaaS Alliance concentrates on three focus areas to help create the foundations for an efficient MaaS ecosystem:

- User needs and regulatory challenges
- MaaS single market development, business and governance models for MaaS
- Technology and interoperability

With the mobility sector evolving rapidly with new trends, constraints and technologies, a common approach will progressively become necessary for consumers who will expect greater flexibility in their travel options and control over their total cost of mobility. As a leading provider of mobility solutions, this membership fully supports ALD Automotive's strategy to foster innovation, experimentation and partnerships with key players within the mobility ecosystem to adapt to a market that is changing more rapidly than at any other time in history.

"The disruptive changes being introduced through technological progress, digital lifestyles and changing customer behavior are having a profound impact on how we need to grow as a company. These social trends are contributing to higher demand for outsourced mobility solutions," confirms John Saffrett, Deputy CEO at ALD. "Our ambition is to be at the forefront of changes in mobility and, as a member of MaaS Alliance, we look forward to contributing to an open and collaborative community to make Mobility as a Service a reality."

"We are very happy to be able to start this collaboration with ALD Automotive. Here at the MaaS Alliance we believe that bringing together all the players in the transport ecosystem to work together towards the same goal is a key step to ensure the future of the mobility sector," said Jacob Bangsgaard, the MaaS Alliance President.

[Read the PR](#)

