



nextbike 

# Cycle Hire: The Keystone for Equitable Mobility as a Service

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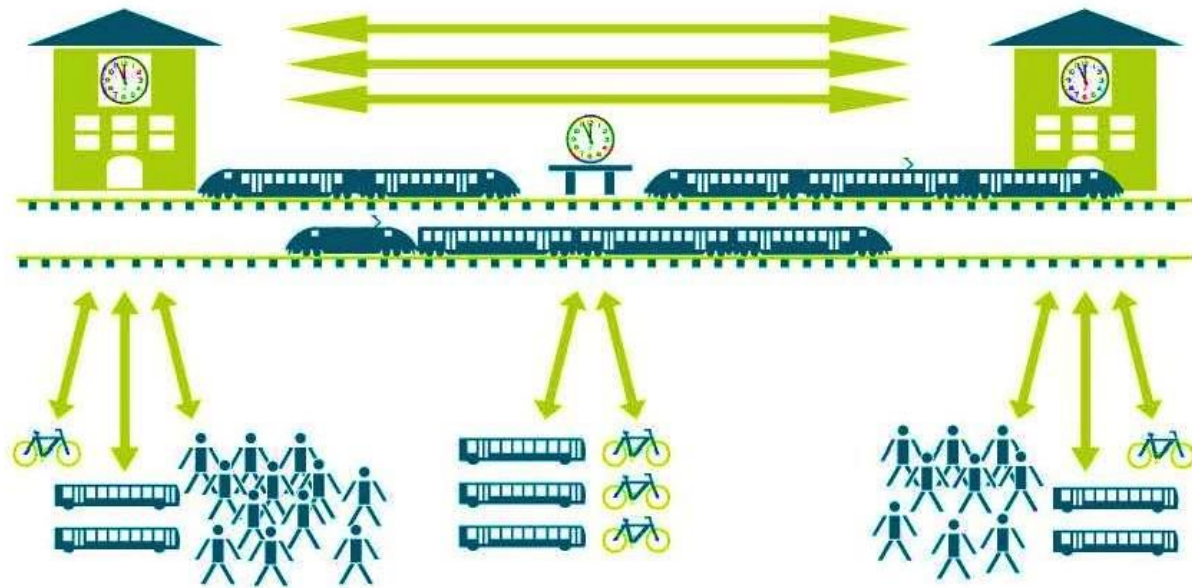
# What is MaaS?



Mobility as a Service (MaaS) combines all modes of transport into one app, creating a seamless door-to-door travel experience for the consumer.

**Why is it important?**

# MaaS v Integrated Transport

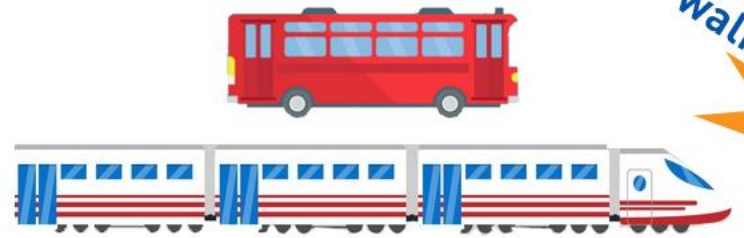


## What's the difference between MaaS and Integrated Transport?

- MaaS provides real-time updates and travel packages
- Integrated Transport simply allows you to use same card for different modes of transport

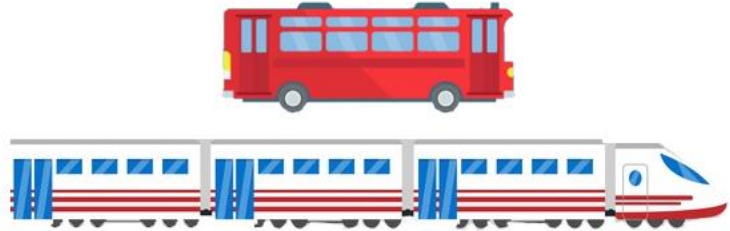


closest station is  
1.5km away - too far?



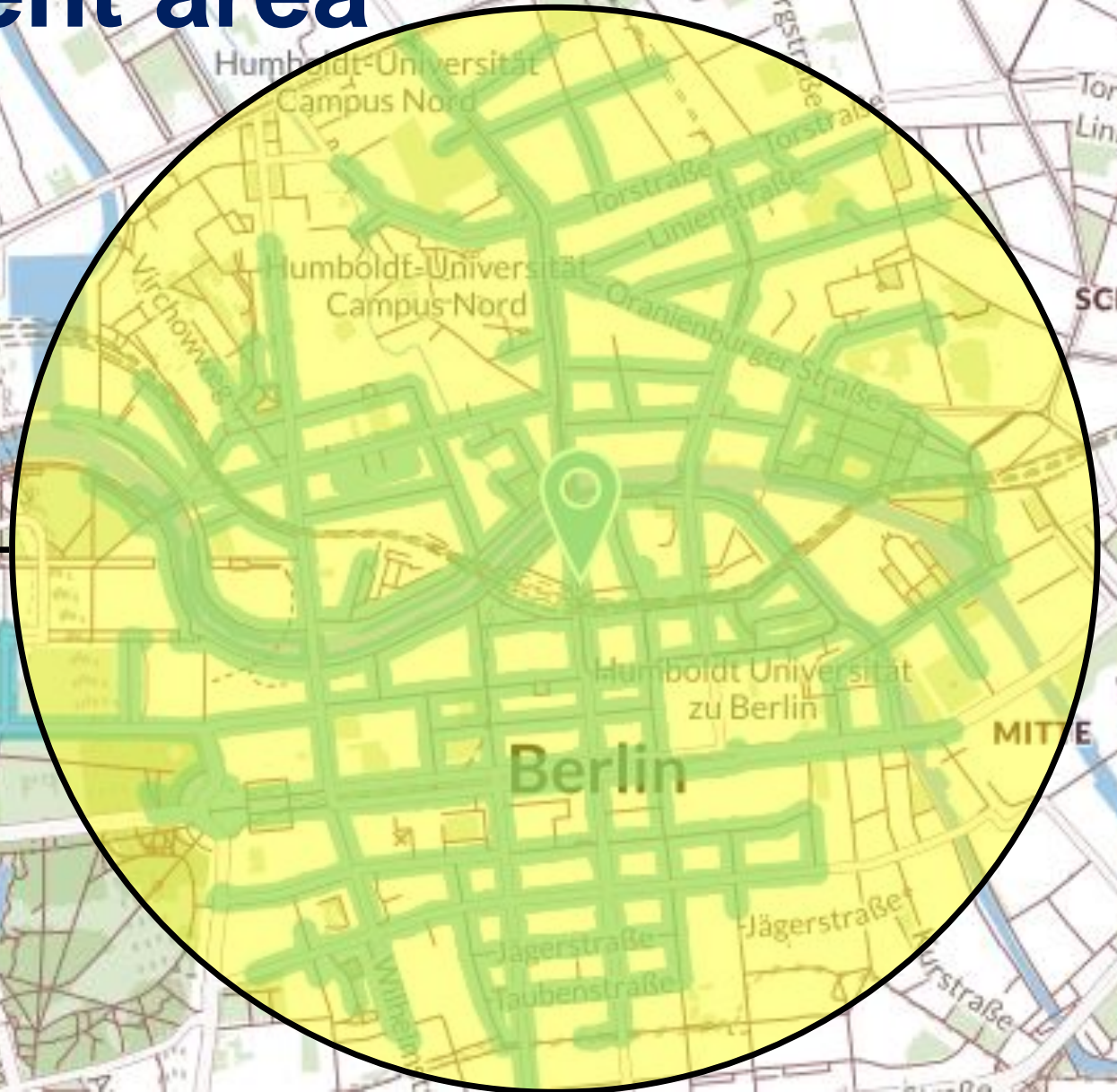
1.2km away - too far to  
walk from the station?





# Increased catchment area

5 min cycling = 1.3 km



# The importance of bike sharing

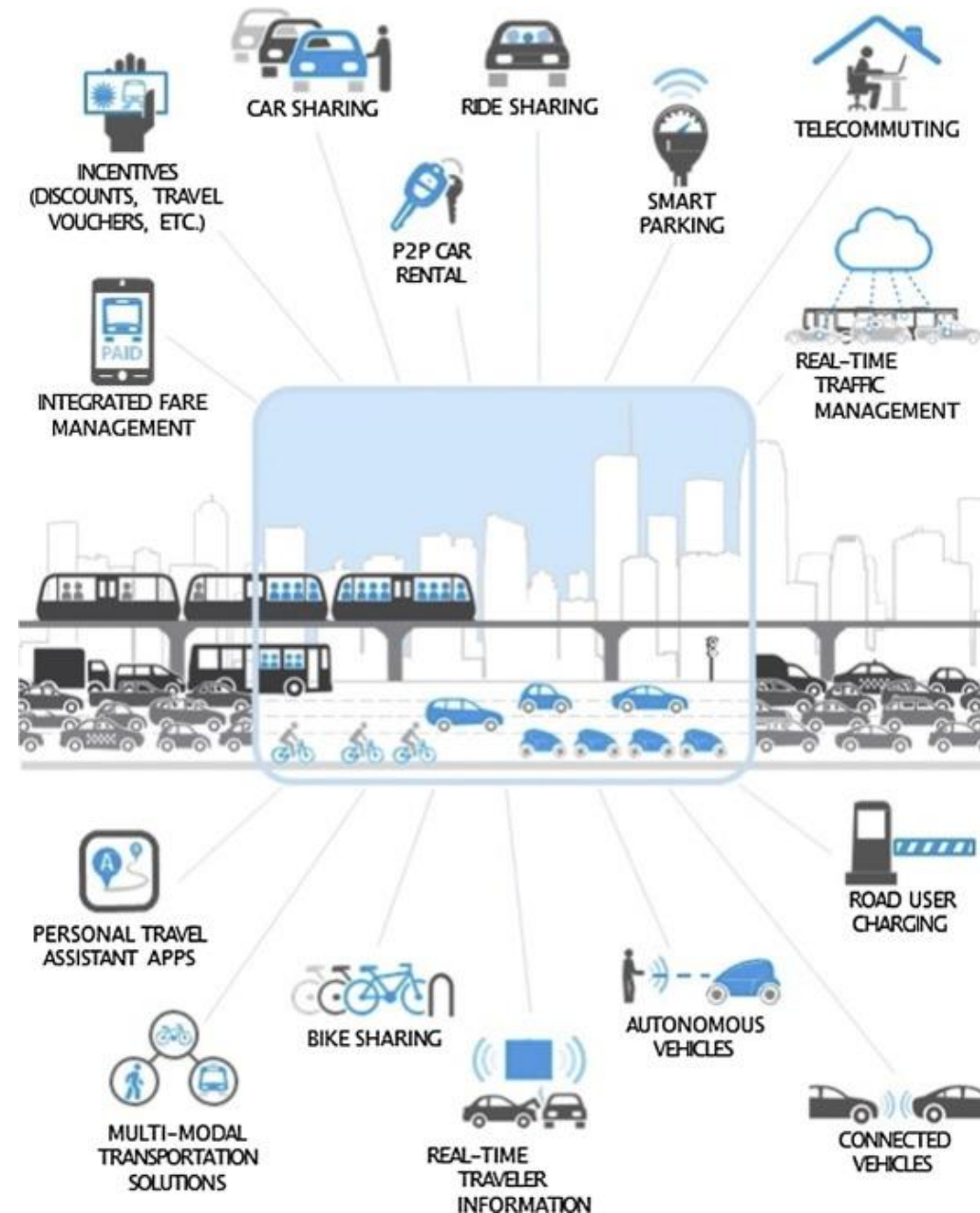


Increased coverage (1.3km = 5 min)  
Can reach and extend reach of PT  
Enables sustainable transport & reduction  
in CO2 emitting vehicles  
Improves health  
**ONLY MoT GIVING YOU FREEDOM AND  
NO TRAFFIC JAMS**

# How can MaaS Progress

Top down initiatives!

Change from “nice to have” to “must have”





# MaaS Case of Excellence



## Helsinki, Finland

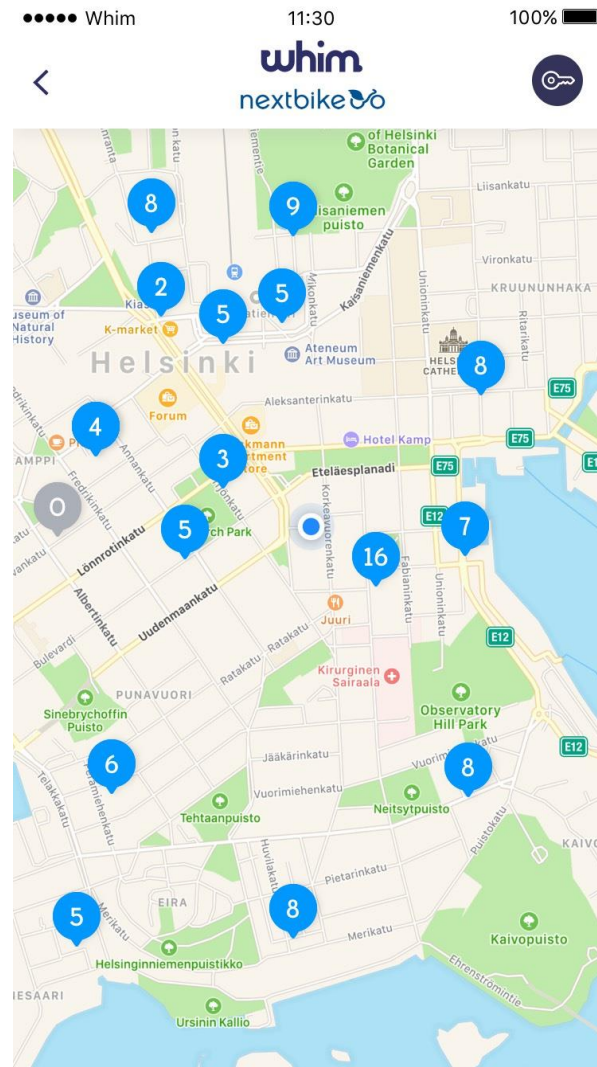
**/Provides monthly mobility plans  
/Single payment, real-time, data-driven**

**/Test stages saw huge success  
/Launching in West Midlands in 2017**

# Special Announcement

Nextbike is proud to have become a partner of Whim

A World leading provider of MaaS



# MaaS success without bike sharing?

Limited success as it fails to address long-term issues – sustainable transport  
Bike sharing “glues” the MaaS concept together as it allows for flexible transportation





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