

# MaaS: Multimodality as a Service @tl



# Transport lausannois at a glance



1'300 employees

2 subway lines + 38 bus lines +  
regional railway

CHF 2 billions investment until 2030

CHF 239mios revenues  
(63% subsidies)

1 10'000'000 passengers  
(+50% within 10 years)

90'000 customers with cards

9'000'000 single tickets

# The end of monomodal offer...





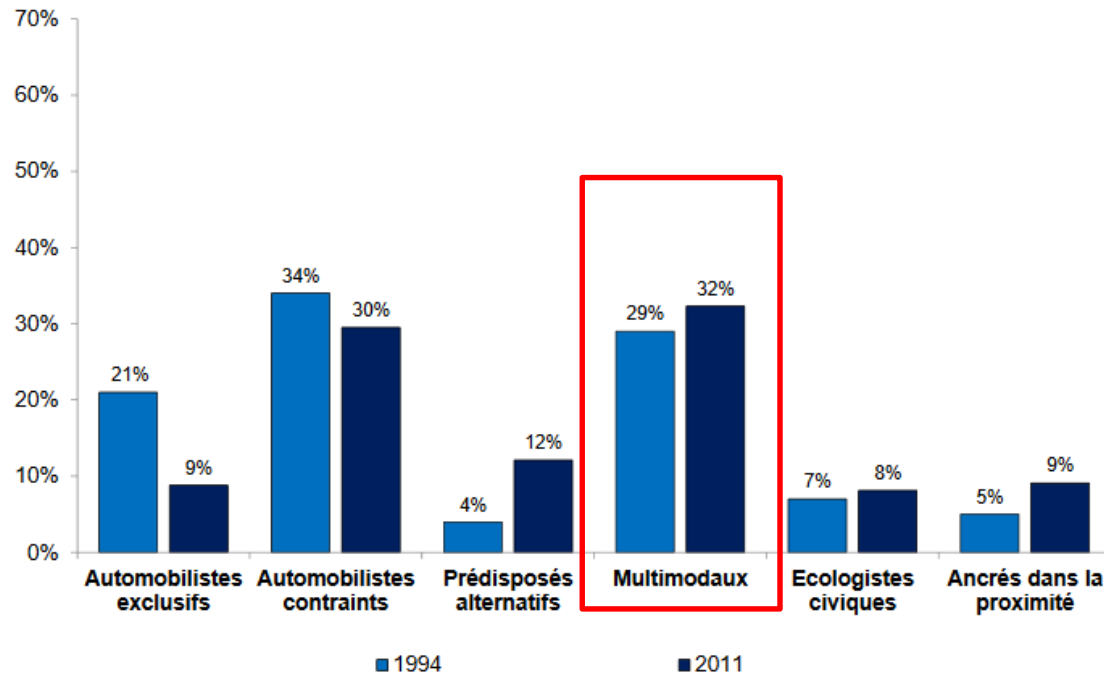
...welcome to the mobility area!



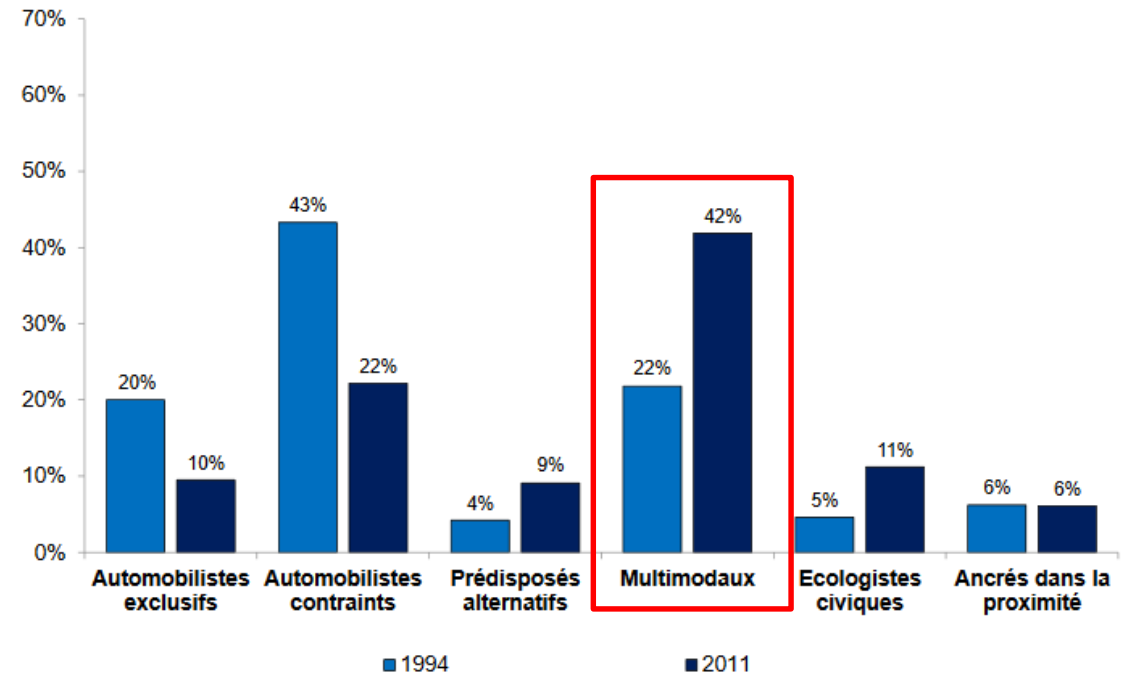
Seamless travel using all the various modes of transportation available rather than relying only on one mode.

# Multimodality is growing amongst our customers...

Genève



Lausanne



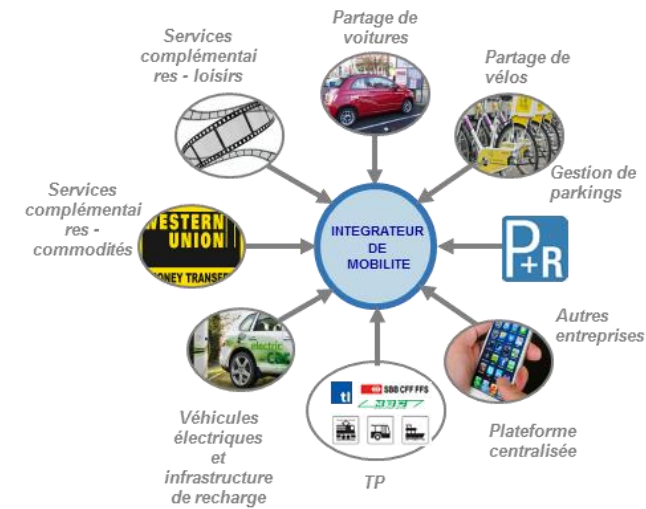
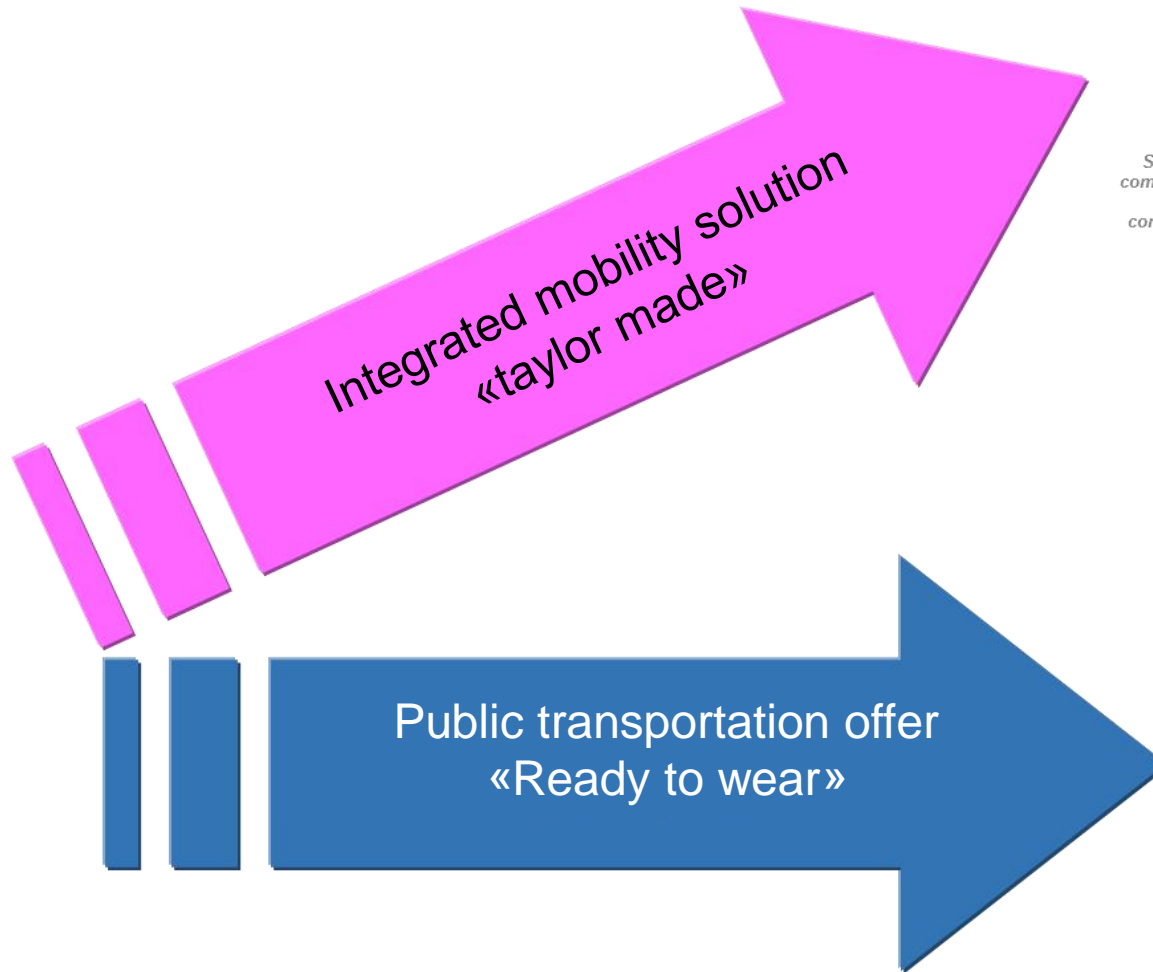
... and the trend is bound to continue



# But the multimodal experience is difficult !

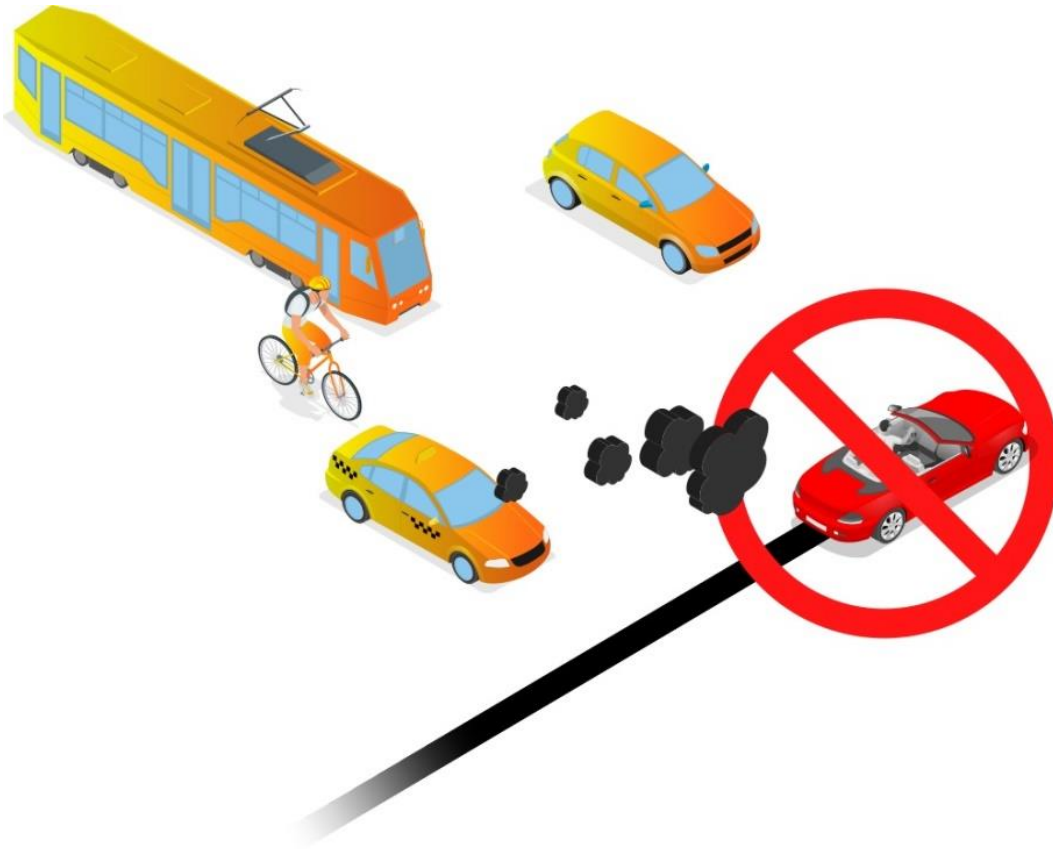


# To offer an integrated experience...





... be at the heart of mobility in Lausanne & Geneva...



**Reduce the part of motorised individual transport**

**Propose an alternative when / where there is no public transportation offer**

...tl and TPG launch a multimodal transport offer



Everything Now !...a mobility solution Now and Here!



1 product, 2 offers

Genève

σtpg



ALOCARS

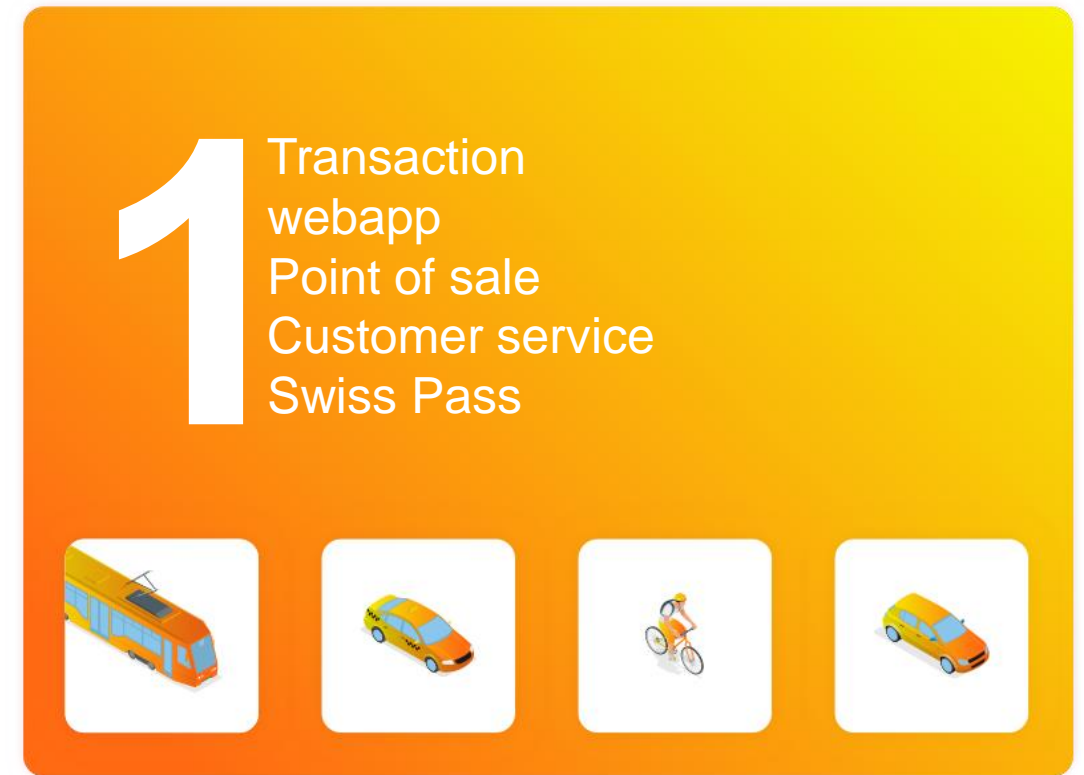
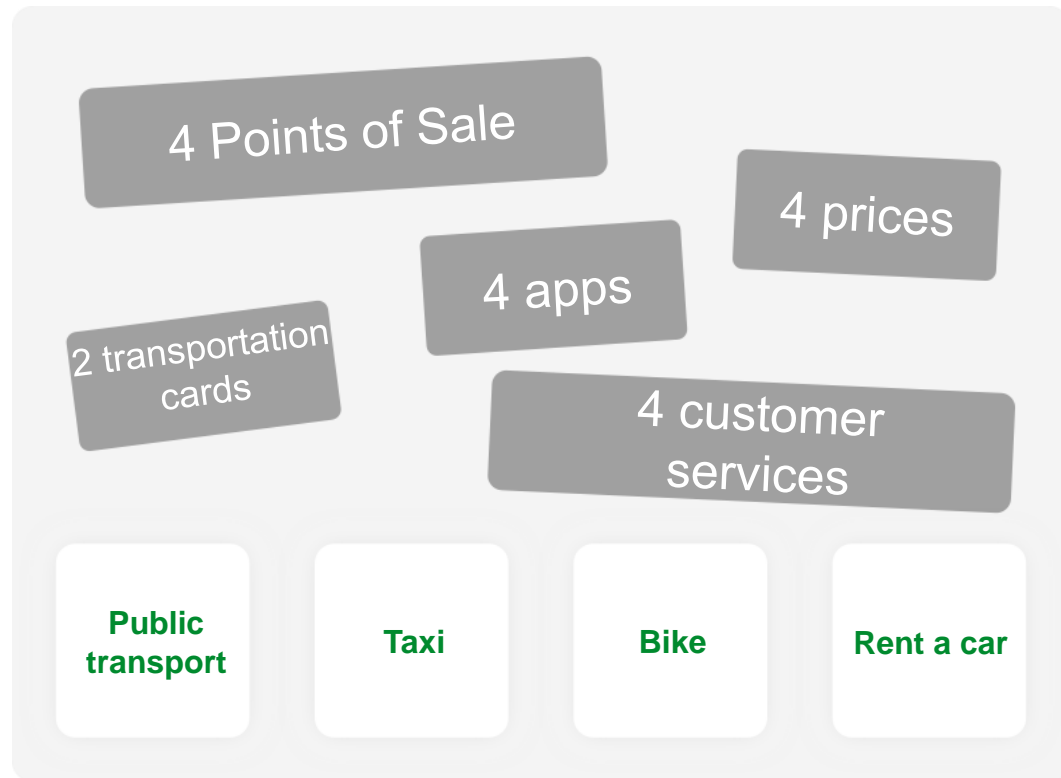
Lausanne



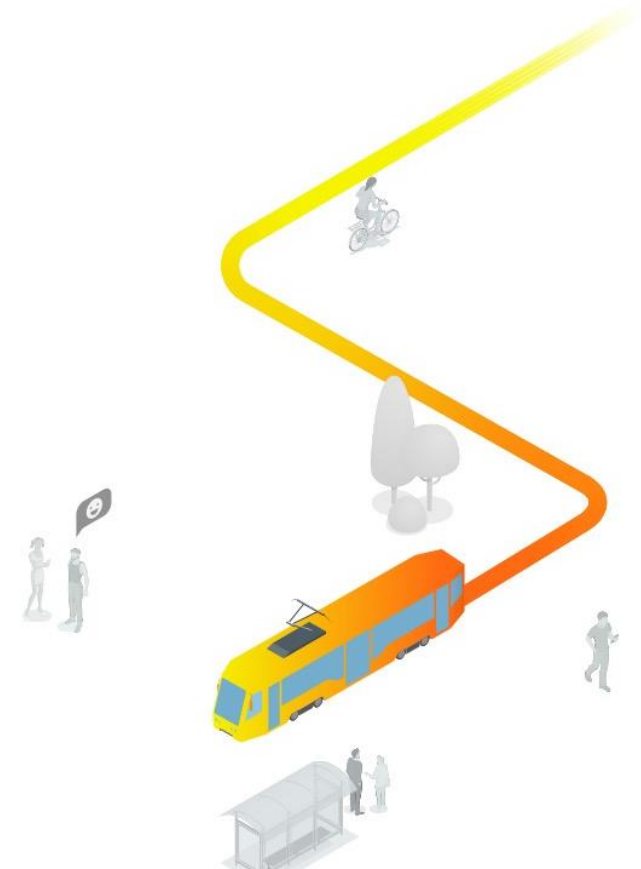
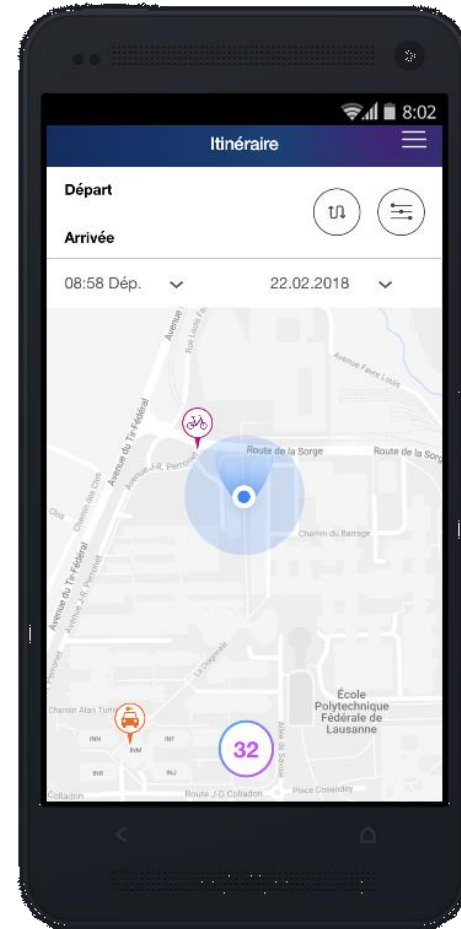
ALOCARS

 PubliBike

# All in one mobility









# 3 packages: Small / Medium / Large

## MaaS offer

tl	MaaS S	MaaS M	MaaS L
tl Card	tl Card + 1 Credit	tl Card + 2 Credits	tl Card + 4 Credits
74.- / month 52.- / month (junior)	9x.- / month 7x.- / month	12x.- / month 10x.- / month	18x.- / month 16x.- / month

## How to use my credits?



Taxi

1 credit = 1 ride



Rent a car

1 credit = 12 hours

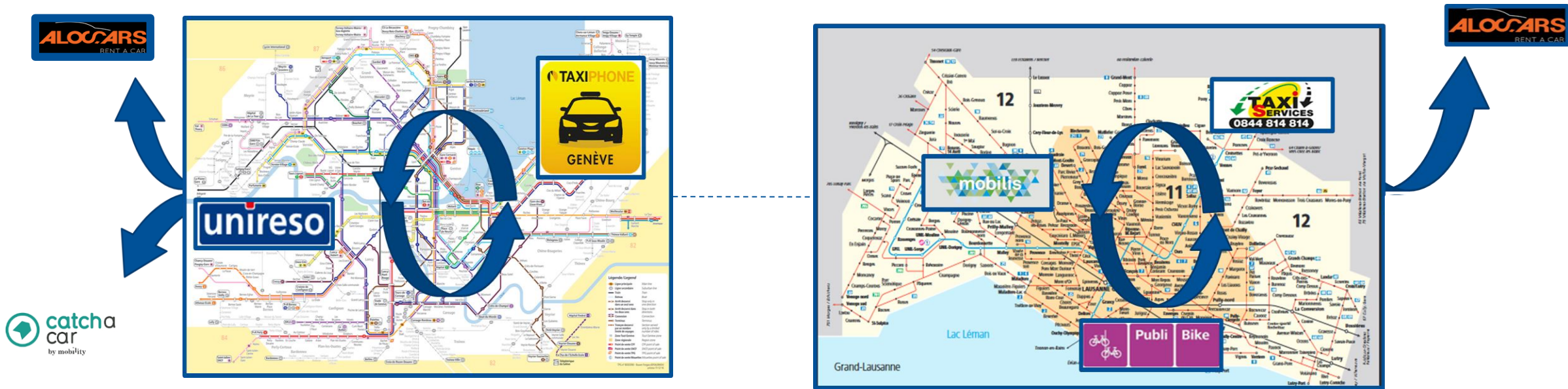


Bike

30 min per day

# Maas: Be mobile in the urban area and beyond

... MaaS covers all the journeys: the alternative for owning a car







# CFF GreenClass

... travelling across Switzerland



## Green Class CFF Premium

- ✓ AG de 1<sup>re</sup> classe
- ✓ BMW i3 à l'état neuf avec possibilités de configuration
- ✓ Stationnement en gare **Plus**

Mobilité complémentaire:

- ✓ Carsharing
- ✓ Vélos en libre-service **Plus**
- ✓ **Taxi**

En route sans souci:

- ✓ Recharge simple en déplacement
- ✓ Couverture d'assurance permanente
- ✓ Sécurité grâce aux pneus été et hiver
- ✓ Vignette autoroutière comprise
- ✓ Fonctionnement grâce aux énergies renouvelables

[Plus de détails sur les prestations](#)

Durée contractuelle et prix de lancement  
Premium:

<b>36 mois *</b>	<b>CHF 1180.-/mois</b>
24 mois	CHF 1250.-/mois
12 mois	CHF 1310.-/mois

\* réduction de 600 francs sur la borne de recharge domestique à la conclusion d'un contrat d'une durée de 36 mois.

## Green Class CFF Comfort

- ✓ AG de 2<sup>e</sup> classe
- ✓ BMW i3
- ✓ Stationnement en gare

Mobilité complémentaire:

- ✓ Carsharing
- ✓ Vélos en libre-service

En route sans souci:

- ✓ Recharge simple en déplacement
- ✓ Couverture d'assurance permanente
- ✓ Sécurité grâce aux pneus été et hiver
- ✓ Vignette autoroutière comprise
- ✓ Fonctionnement grâce aux énergies renouvelables

[Plus de détails sur les prestations](#)

Durée contractuelle et prix de lancement  
Comfort:

<b>36 mois *</b>	<b>CHF 910.-/mois</b>
24 mois	CHF 980.-/mois
12 mois	CHF 1040.-/mois

\* réduction de 600 francs sur la borne de recharge domestique à la conclusion d'un contrat d'une durée de 36 mois.

# Customer benefits



All in one offer:  
 1 Card via Swisspass  
 1 Transaction  
 1 Point of Sale  
 1 Customer Service

Mobility 7/24

Journey planning:  
 transport modes are  
 suggested based on  
 personal preferences  
 (costs, comfort, time)



No ownership: I can  
 use a car without  
 buying one

Biogas cars via Catch  
 a car



I use my credits only  
 for the transport modes  
 I use

1 month commitment

I can adapt my  
 package to my needs  
 every month month



The first Grand  
 Lausanne or Grand  
 Genève door to door  
 thinking offer

User experience data  
 analytics enhance the  
 overall user experience

# tl BEGIN THE JOURNEY...



**COMING SOON**