

CITYMAPPER LAUNCHES A TRANSPORT SUBSCRIPTION SERVICE

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01 : 03 : 2019 Travel : Transport : Branded Cities



Citymapper Pass, London



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London – The app will integrate public and private transportation in one simple city pass.

The **Citymapper Pass** is a travel card that aims to simplify London's complicated transport system. While the app is already using data and artificial intelligence to get users from A to B, it is now using its expertise to address the inefficiencies of the city's ticket pricing system.

The card will cover public transport, Santander cycles and the **Citymapper Ride** service, and will continue to expand and partner with more transport companies. The brand also wants to bring the concept to other cities, eliminating the anxiety travellers face when using a foreign public transport system. The pricing is cost-effective when compared to travel cards offered by Transport for London (TfL), and plans will eventually be customisable to suit each traveller.

Public transport bodies are in need of disruption, as **brands step in** to introduce alternative methods of payment. Last year, for example, a pair of **Adidas sneakers** doubled as a ticket for Berlin's subway.