

Press release / 12.03.2026

MaaS Alliance Evolves into Mobility Alliance to Strengthen Collaboration Across the Global Mobility Ecosystem

Amsterdam, 12 March 2026 - At Intertraffic Amsterdam, the MaaS Alliance today announced its evolution into the **Mobility Alliance**, marking the next chapter for the organisation after nearly a decade supporting integrated and user-centric mobility.

The change reflects more than a new name. It follows **eight months of consultation, reflection, and strategic planning** with members, industry stakeholders, and partner organisations across the mobility sector.

Over the past decade, the MaaS Alliance helped shape the global conversation around Mobility as a Service (MaaS) and integrated transport systems. However, as mobility ecosystems have evolved, the organisation recognised the need to broaden its focus to better address the challenges and opportunities facing the sector today.

Through discussions with members, transport authorities, operators, mobility providers, and organisations such as the International Association of Public Transport (UITP) and the POLIS Network, a clear gap emerged: while many bodies focus on specific aspects of mobility, there remains a need for a **neutral platform capable of connecting the entire ecosystem**.

The consultations also highlighted that the term *MaaS* itself was increasingly creating confusion across the industry. Rather than continuing to debate definitions, stakeholders emphasised the need to focus on **practical collaboration and tangible outputs that support integrated mobility systems**.

As a result, the organisation will now operate as the **Mobility Alliance**, reflecting a broader scope that supports collaboration across the full mobility ecosystem.

“Mobility is an essential part of our daily lives. As demand continues to grow, we face increasing challenges, but we also see innovative solutions coming to market,” said **Jacob Bangsgaard**.

“The only way to create a sustainable and efficient mobility sector is through collaboration among stakeholders while keeping user needs at the centre. I have been involved in the launch of the MaaS Alliance since its inception in 2014 and have closely followed and supported its activities ever since. This platform represents a significant contribution to making our mobility sector smarter and more sustainable in the future.”

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The Mobility Alliance brings together stakeholders from across the sector, including transport authorities, operators, technology providers, mobility service providers, and research institutions.

The Alliance also welcomes **two new members** joining the community.

Rhein-Main-Verkehrsverbund (RMV) - the German transport authority developing a regional mobility platform enabling users to plan, book, and pay for public transport, shared mobility, and on-demand services in one place. RMV has joined the Alliance to exchange best practices with other cities and transport authorities and contribute to the development of standards that simplify the integration of mobility services.

nextbike - operating bike-sharing systems in more than 300 locations across 23 countries, nextbike has helped establish bike sharing as an integral part of public transport in many cities and regions. Within the Alliance, nextbike aims to collaborate with stakeholders across the sector and contribute to the development of scalable mobility solutions.

By strengthening its role as a **neutral platform for collaboration**, the Mobility Alliance will continue supporting public and private stakeholders in sharing knowledge, aligning approaches, and accelerating the development of integrated, interoperable mobility solutions.

A full list of members can be found at:

<https://mobility-alliance.org/about-us-become-a-member>

About Mobility Alliance

The Mobility Alliance provides a neutral, independent platform that connects and aligns stakeholders across the mobility sector. By championing knowledge sharing, best practices, and collaboration, the Alliance accelerates the adoption of integrated, interoperable solutions, supports stakeholders in overcoming regulatory and technical barriers, and delivers real value to end users and society.

[Mobility-Alliance.org](https://mobility-alliance.org)

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