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Maas Mobility App Partners with Bogotá's Transmilenio to Enhance Public Transit Experience

Key Highlights:

- Users can now top up their Tullave transit cards via TransmiApp, utilizing **Maas's** innovative digital services.

- Over one million passengers in Bogota will benefit from seamless, door-to-door journey planning with the Siemens Mobility Journey Planner in partnership with **Maas**.

Lisbon, Portugal. November 11, 2024 / Colombia's Maas App is thrilled to announce at the Web Summit 2024, a partnership with Bogota's public transit authority, Transmilenio, to enable digital top-ups for the Tullave transit card. Collaborating with local fintech companies and banks, Maas is integrating Tullave card top-ups into its own App and Web (www.maasapp.co), as well as through popular platforms like Nequi—Colombia's leading digital wallet, boasting over 20 million users. This initiative will empower users to conveniently pay and ride on the more than 10,000 Transmilenio buses that navigate Bogotá's bustling streets daily.

The partnership between Maas and Transmilenio aims to simplify the commuting experience for Bogotanos by streamlining payment methods and enhancing journey planning, making public transport more accessible and user-friendly.

Juan Felipe Castaño, CEO of Maas, stated, "Today, more than 4 million residents of Bogotá rely on Transmilenio daily, often topping up their Tullave cards with cash and riding their buses with limited information. Our collaboration with Transmilenio is set to transform the user experience by offering essential digital services such as Tullave card top-ups and an advanced journey planning engine powered by Siemens Mobility."

Starting in November 2024, TransmiApp will introduce digital top-ups for Tullave, allowing users with digital wallets, bank accounts, or credit/debit cards to quickly and easily recharge their cards for hassle-free travel on Transmilenio. Additionally, users will have access to reliable door-to-door journey planning using their preferred combination of transport services.

Rafael Valdez, CIO of Transmilenio, commented, "Public transport should be efficient and user-friendly. We are committed to implementing digital services that simplify our users' lives. The new Journey Planner which will be integrated into TransmiApp in partnership with Maas and Siemens, will provide improved and accurate travel information, making the travel experience easier than ever."

Maas is a groundbreaking mobility startup poised to transform mobility across Latin America, offering seamless planning and payment solutions across various transit modes, including public transport, taxis, parking, and bikes.

Maas is currently showcasing its company at the Web Summit 2024 in Portugal as a Growth Startup. We invite attendees to visit our booth and connect with us as we strive to make urban mobility easier for citizens in developing cities, or as we like to say - "sin rollo" or hassle-free.

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