



# Understanding Mobility as a Service (MaaS)

## Past, Present and Future

**David A. Hensher**, Institute of Transport and Logistics Studies, The University of Sydney Business School, Australia; **Chinh Ho**, Institute of Transport and Logistics Studies, The University of Sydney Business School, Australia; **Corinne Mulley**, Institute of Transport and Logistics Studies, The University of Sydney Business School, Australia; **John D. Nelson**, Institute of Transport and Logistics Studies, The University of Sydney Business School, Australia; **Göran Smith**, Institute of Transport and Logistics Studies, The University of Sydney Business School, Australia and Chalmers University, Sweden and **Yale Wong**, Institute of Transport and Logistics Studies, The University of Sydney Business School, Australia

**ISBN:** 978-0-12-820044-5  
**EDITION:** 1  
**PUB DATE:** June 2020  
**LIST PRICE:** RRP AUD 195, RRP NZD 255  
**FORMAT:** Paperback  
**TRIM:** 6w x 9h  
**PAGES:** c. 240

**Examines all facets of MaaS, assessing its role in the evolution of today's and tomorrow's transport systems**

### KEY FEATURES

- Includes case studies to show how MaaS is delivered around the world
- Covers foundational aspects of MaaS, clarifying what it is for those new to the concept
- Offers an in-depth analysis on a wide range of MaaS topics including governance, contracts, consumer and supplier preferences, links to societal objectives, the role of trials, assessments, and more

### DESCRIPTION

The widespread adoption of smartphones, ridesharing and carsharing have disrupted the transport sector. In cities around the world, new mobility services are both welcomed and challenged by regulators and incumbent operators. Mobility as a Service (MaaS), an ecosystem designed to deliver collaborative and connected mobility services in a society increasingly embracing a sharing culture, is at the center of this disruption.

*Understanding Mobility as a Service (MaaS): Past, Present and Future* examines such topics as:

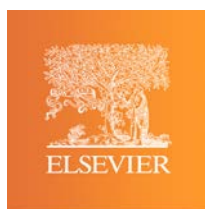
- How likely MaaS will be implemented in one digital platform app
- Whether MaaS will look the same in all countries
- The role multi-modal contract brokers play
- Mobility regulations and pricing models
- MaaS trials, their impacts and consequences

Written by the leading thinkers in the field for researchers, practitioners, and policy makers, *Understanding Mobility as a Service (MaaS): Past, Present and Future* serves as a single source on all the current and evolving developments, debates, and challenges.

*The authors dedicate this book as a contribution to the Volvo Research and Educational Foundations (VREF) Bus Rapid Transit (BRT+) Centre of Excellence (<http://www.brt.cl/>) and the iMOVE Cooperative Research Centre (CRC) (<https://imoveaustralia.com/>).*



\*Prices are subject to change without notice. All Rights Reserved.



**ORDER TODAY! ELSEVIER CUSTOMER SERVICE**

**Australian Customers Toll-free (1800) 263 951 • FAX (1800) 882**

**385 • Email: [customerserviceau@elsevier.com](mailto:customerserviceau@elsevier.com)**

**Visit [virtuale.elsevier.com](http://virtuale.elsevier.com)**

# Understanding Mobility as a Service (MaaS): Past, Present and Future

"This book is an important contribution to the growing interest in MaaS and provides a thoroughly researched reference source. The book is an enjoyable read and should be on the bookshelves of all professionals interested in getting an up to date briefing of the MaaS journey to date. The authors have really gone through the materials existing to date and point out level of understanding we have at the moment. In particular the chapter 2.5 in which modal efficiency and the rationale for integration is discussed is an important contribution to knowledge. I commend the authors for this stimulating book."

**Sampo Hietanen, Founder CEO - MaaS Global**

"This book is an important contribution to the growing interest in Mobility-as-a-Service (MaaS). It should be an important reference for academics as well as practitioners in clarifying the concept as well as providing an up to date summary of research on MaaS. Even though all chapters are important contributions, I found the chapter on institutional barriers and governance particularly interesting to read in that it not only describes the challenges associated with but proposes strategies by which the development and diffusion of MaaS could be addressed. I commend the authors for an interesting and stimulating book."

**I.C. MariAnne Karlsson, Professor and Head of Division of Design & Human Factors, Department of Industrial and Materials Science - Chalmers University of Technology**

"This book is a critical examination of MaaS globally and shows a coherent depth of research that we have not seen to date. It will become the definitive source for MaaS and its honesty and analysis means that it will be a benchmark for the state of MaaS. The chapter on pilot programs for MaaS provides a holistic review of global initiatives that draws on some of the successes and limited wins for MaaS and shows why MaaS has started to work and in some instances why it hasn't succeeded as well as planned, but this feeds directly into the next chapter that then asks the critical question for businesses and cities alike 'What is the potential for MaaS'. I recommend that this book becomes essential reading and reference for all mobility professionals".

**Andy Taylor, Strategy Director - Cubic Transportation Systems, Inc.**

## A BOOK BY



**David Hensher**



**Chinh Ho**



**Corinne Mulley**



**John Nelson**



**Göran Smith**



**Yale Wong**