



## Moovit Partners with Wroute to Offer More Sustainable Transit Options in the World's #1 Urban Mobility App

*Residents of Guelph, Burlington, and the Waterloo Region now have access to a full picture of urban mobility options in the Greater Toronto area in one app.*

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Commuting just got even easier for Guelph, Burlington, and the Waterloo Region residents as [Moovit](#), a leading Mobility as a Service (MaaS) provider and the world's #1 urban mobility app, has added Wroute Inc.'s sustainable zero emission passenger service options to its app thanks to a new partnership. Commuters can access multiple public and private transit services offered by Wroute in the free Moovit app and will discover convenient and more efficient travel options that save them time and reduce their need for a private car as a first or last mile solution.

Alternative transport services to buses and trains are a critical component in any MaaS provider. The inclusion of multiple mobility options, or "multi-modality" of Moovit expands the convenience and cost-effectiveness of public transit for riders everywhere. The wide range of fixed route services powered by Wroute enables riders in Greater Toronto to tailor their commutes to their time and their terms, often resulting in shorter journey times. Wroute's zero emission luxury SUV options are a more environmentally-friendly solution than people driving their own cars. By using Wroute, commuters help ease traffic congestion and reduce air pollution and greenhouse gas emissions.

Moovit simplifies the urban mobility for more than 350 million users all around the world, making getting around town via public transport and additional multi-modal services easier and more convenient. Moovit offers travelers a real-time picture, including the best route for the journey, service alerts, and get off notifications.

"For many people living in the suburbs, there is a lack of frequent and reliable public transit services, so many commuters still use their own car. This creates congestion and pollution," said VP Global Communications Steve Swasey. "Now, using Moovit, commuters can easily find live information for not only traditional forms of public transport, but this mixed with innovative alternative travel options like Wroute, so that they can have a real-time picture, including the best route, for their journey."

“Our aim is to provide sustainable transportation systems in the Greater Toronto area, bridging the transportation gap for many individuals who had no other option but to use their own car,” said Wroute Founder and President Jason Hammond. “Our sustainable fixed route options will be supplemented by Moovit’s comprehensive urban mobility options to ensure our users have a door-to-door service.”

Launched in September 2018, the first offering from Wroute was a high frequency, non-stop service between Guelph and Kitchener and has now expanded to [\[Wroute to add all routes\]](#).

### **About Moovit**

Moovit ([www.moovit.com](http://www.moovit.com)) is a leading Mobility as a Service (MaaS) provider and the world’s #1 urban mobility app. Moovit simplifies your urban mobility all around the world, making getting around town via transit easier and more convenient. By combining information from public transit operators and authorities with live information from the user community, Moovit offers travelers a real-time picture, including the best route for the journey. Named Best Local App by Google in 2016, finalist for Google’s Build for Billions category in 2018 and one of Apple’s Best Apps of 2017, Moovit launched in 2012 and now has 350 million users.

Moovit amasses up to four billion anonymous data points a day to add to the world’s largest repository of transit data. The data gathering is aided by Moovit’s network of more than 550,000 local editors called “[Moovitors](#).” These passionate users help map and maintain local transit information in cities that would otherwise be unserved. Moovitors account for 65 percent of the hundreds of cities Moovit opens every year and make Moovit the Wikipedia of Transit.

Moovit is an early pioneer of Mobility as a Service (MaaS). The company helps people change the way they consume mobility by fully integrating other forms of transport, such as local bicycle services, into its app. In 2017 Moovit launched its [suite of MaaS solutions](#) to help cities, governments and transit operators improve urban mobility in their cities.

Moovit is available for free on [iOS](#), [Android](#) and the [Web](#) in more than 2,700 cities, across 88 countries, and can be used in 44 languages. More than 100 cities and global events, including Rio de Janeiro for the 2016 Olympics, have made Moovit their official transit app.

### **Moovit Media Contact**

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### **About Wroute Inc**

Founded in 2017, [Wroute Inc.](#) (*pronounced “root”*) envisions a transportation system that empowers passengers, allowing them to make their journeys a part of shaping a brighter future. **Wroute** offers a station-based passenger service connecting Waterloo Region, Guelph

and Burlington using Tesla Model X 100D all-electric vehicles. With over 1000 departures every week, passengers can conveniently fit a **Wroute** trip into their busy lives. Staff drivers operate municipally regulated and licenced vehicles at set prices, providing more choice and greater reliability for passengers. To learn more about **Wroute** and the service schedule, please visit us at [www.wroute.com](http://www.wroute.com), watch our announcement [video](#), become a fan on [facebook](#) or follow us on [Twitter](#) and [Instagram](#).

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