



## Moovit Partners with FREE NOW to offer Taxi, in the World's #1 Urban Mobility App

*Residents of Milan, Rome, Turin, Napoli, Palermo, Cagliari and Catania now have more alternatives to travel with greater convenience.*

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Commuting just got easier for Milan, Rome, Turin, Napoli, Palermo, Cagliari and Catania residents as [Moovit](#), a leading Mobility as a Service (MaaS) provider and the world's #1 urban mobility app, has added Taxi to its service thanks to a new partnership with FREE NOW. Commuters can access multiple public and private transit services in the free Moovit app and will discover convenient and more efficient travel options that save them time and reduce the need for a car for first and last mile options.

Diverse transport services are a critical component in any MaaS platform. The multi-modality they offer expands the convenience and cost-effectiveness of public transit for riders everywhere. The wide range of non-fixed route services enables riders to tailor their commutes to their time and their terms, often resulting in shorter journey times.

"Gone are the days when hopping on a bus or metro were your only way to cross town," said Moovit Chief Growth and Marketing Officer Yovav Meydad. "Now, using Moovit, you can easily find a nearby taxi and instantly order it for a uniquely personalized commute."

"We are very proud of our collaboration with Moovit", said Barbara Covili, General Manager, of FREE NOW Italia "Public transit and taxi service, are absolutely complimentary mobility options in our urban centres and can be used in an integrated way from the smartphone. It will simplify the mobility choices of many users, Italians and foreigners, who move in our cities for the most different reasons".

Moovit simplifies your urban mobility all around the world, making getting around town via transit easier and additional multi-modal services more convenient. By combining information from public transit operators and authorities with live information from the user community, Moovit offers travellers a real-time picture, including the best route for the journey, service alerts, and get off notifications. Moovit has more than 480 million users and more than 100 cities and global events, including Rio de Janeiro for the 2016 Olympics, have made Moovit their official transit app.

No other urban mobility app has the breadth or depth public and private transit, ride-hailing as well as micro-mobility providers around the world as Moovit.

“Moovit quickly rose to become the world’s number one urban mobility app because of the ubiquity of our service,” Meydad said. “Moovit’s launch of FREE NOW services in more than 7 cities today is only a start. Like Moovit’s user base, which grows by one million a day, or the new cities Moovit opens in every 15 hours, our growth in bikes and scooters will grow exponentially,” Meydad said.

## **About Moovit**

Moovit ([www.moovit.com](http://www.moovit.com)) is a leading Mobility as a Service (MaaS) company and the maker of the world’s #1 urban mobility app.

The Moovit free app guides people get around cities effectively & conveniently, using any mode of transport. Introduced in 2011 it now serves over 480M users in more than 2,900 cities across 91 countries. By combining information from public transit operators, micro-transit operators and transport authorities with live information from the user community, Moovit offers travelers a real-time picture, including the best route for the journey. The app was named Best Local App by Google in 2016, a finalist for Google’s Build for Billions category in 2018 and one of Apple’s Best Apps of 2017.

Moovit amasses up to five billion anonymous data points a day to add to the world’s largest repository of transit & urban mobility data. The data gathering is aided by Moovit’s network of more than 600,000 local editors called “Mooviters.” These passionate users help map and maintain local transit information in cities that would otherwise be unserved. Mooviters account for 70 percent of the hundreds of cities Moovit opens every year and make Moovit the Wikipedia of Transit.

For governments, cities and transit agencies, Moovit offers AI-powered [MaaS solutions](#) covering operations and analytics, with proven value in reducing congestion, growing ridership, and increasing efficiency and asset utilization.

Moovit’s advanced technology platform runs the world’s largest repository of transit & mobility data. Hundreds of cities, transit agencies, and mega-events repeatedly choose Moovit to address their mobility challenges and increase their level of service to citizens and visitors. They were recently joined by Industry leaders such as Microsoft and Uber who have partnered with Moovit to use our world-leading transit APIs in their apps and services.

Moovit is available for free on iOS, Android and the Web and can be used in 45 languages. More than 100 cities and global events, including Rio de Janeiro for the 2016 Olympics, have made Moovit their official transit app.

## **About FreeNow**

FREE NOW (formerly mytaxi), is a leading multiservice mobility provider which currently operates in 100 cities across Europe, with 14 million passengers and more than 100,000 drivers. The FREE NOW brand

is not just about getting from A to B, it is about switching off and freeing your mind while we take care of the journey.

FREE NOW is part of the mobility joint venture between BMW and Daimler, formed in February 2019. Today, FREE NOW works with 750 employees from 68 nations in 26 offices across Europe. Eckart Diepenhorst is the CEO Europe of FREE NOW.

FREE NOW is at the same time part of the FREE NOW Group, which is the ride-hailing joint venture from BMW and Daimler. Other services within the FREE NOW group are Kapten (available in France, Switzerland and UK), beat (available in Greece and Latin America), Clever (Romania) and hive (available in Austria, France, Germany, Greece, Polonia e Portugal). The FREE NOW Group is led by CEO Marc Berg.

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