

LA VUELTA AND MOOVIT TO BOOST SUSTAINABLE MOBILITY

Unipublic, the organizing company of La Vuelta, and [Moovit](#), the leading Mobility as a Service (MaaS) company and the maker of the world's #1 urban mobility app, have reached a **collaboration agreement** to promote **sustainable mobility throughout the duration of La Vuelta**, one of the world's leading cycling races. With more than **520 million users around the world**, Moovit's free app for Android, iPhone or Web has everything you need to travel using **public and shared transportation** with peace of mind. It offers multi-modal trip planning, step-by-step directions, real-time arrivals for transit lines and service alerts. **Moovit is available in 45 languages** making it easier for international fans to travel to away games with greater confidence.

During **14 stages** of the race, Moovit will provide **special instructions to race fans about the best public transit & shared-mobility routes to arrive at special points of interests of each stage**. Points of interest will include stage starting line area, finish line area and the Parque Vuelta location - special fan zones where various activations for fans will be carried out with La Vuelta's partners and sponsors. In addition, La Vuelta will enhance its official website experience with [Moovit's Web Trip Planner](#). Website visitors will be able to plan ahead their trips to the different stages and to the events organized by La Vuelta and its sponsors.

La Vuelta will start in **Las Salinas de Torrevieja** on **August 24th**. After spending a few first days in the Valencian Community, the race will rise parallel to the Mediterranean with a stop in Aragon and Catalonia before crossing the border of Andorra and France. The riders will return to Spain through Navarra, the Basque Country, Cantabria and Asturias, before the final traffic in Castilla-La Mancha, Castilla y León and the Community of **Madrid**. Precisely in the capital will finish the race on **September 15th**.

"Year after year La Vuelta demonstrates its determination to be in the forefront of technology that improves improve the experience of thousands of cycling fans that travel each year to enjoy the race," said **Yovav Meydad, Moovit Chief Growth & Marketing Officer**. "We are excited to collaborate with La Vuelta by promoting sustainable travel during the race days."

Moovit has extensive experience partnering with major sporting events as well as cities and municipalities to help people make better use of public transit and shared-mobility solutions. Moovit was the official transit app for the city of Rio de Janeiro for the 2016 Olympics and collaborated with the UEFA EURO 2016 Fan Guide App to help soccer fans during that competition. Hundreds of other events, venues and attractions have partnered with Moovit worldwide to help their patrons and fans **travel using sustainable mobility solutions during event days**.

"Our partnership with Moovit, the world's leading urban mobility app, is designed to help our fans get to the race stages quickly, easily and in a sustainable way by allowing them to identify the best way to travel to and from the stage events using public transit", explains **Javier Guillén, General Manager of La Vuelta**. "This agreement is part of our commitment to a sustainable worlds and to improving the experience for fans."