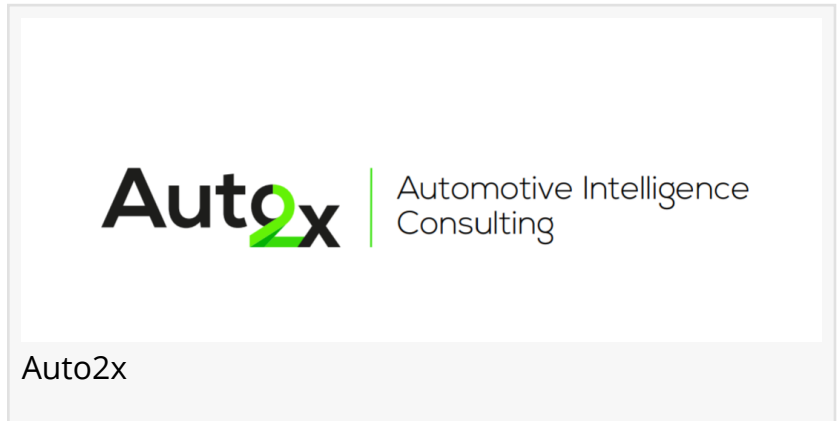


Ubirider's focus on data, UX and payments are key to success in multi-modal mobility, says Auto2x

Paulo Ferreira dos Santos, Founder and CEO of Ubirider, spoke to Auto2x about their business model in Mobility-as-a-Service, partnerships and expansion plans.

LONDON, UK, October 20, 2022 /EINPresswire.com/ -- [Ubirider's Pick Hub](#) helps travellers plan a door-to-door trip combining different modes of transportation and, in some places, pay for them seamlessly. The company also works with transport operators to digitalize their services.



“

Ubirider is differentiating itself in MaaS by bringing together three essential pieces of the puzzle of smart, multi-modal mobility services: data-sharing, user experience and connected payments”

Auto2x

“Ubirider is differentiating itself in MaaS by bringing together three essential pieces of the puzzle of smart, multi-modal mobility services”, says [Auto2x](#). “First, they follow a holistic approach in multi-modal transport that includes customers and operators. Second, anonymized data-sharing with transport operators enables the development of efficient mobility services. Third, a partnership with a global contactless payment provider helps build a seamless experience for users”.

“Ubirider’s vision is to reduce the fragmentation of the movement of people,” says, [Paulo Ferreira dos Santos](#). “To

do so, we try to build three levels of interoperability of information.

- The first level is the interoperability of information when someone is planning a trip. Our service can connect you to the different transportation modes so you can go from door to door.
- The second level is the interoperability of payments between different transport modes. For

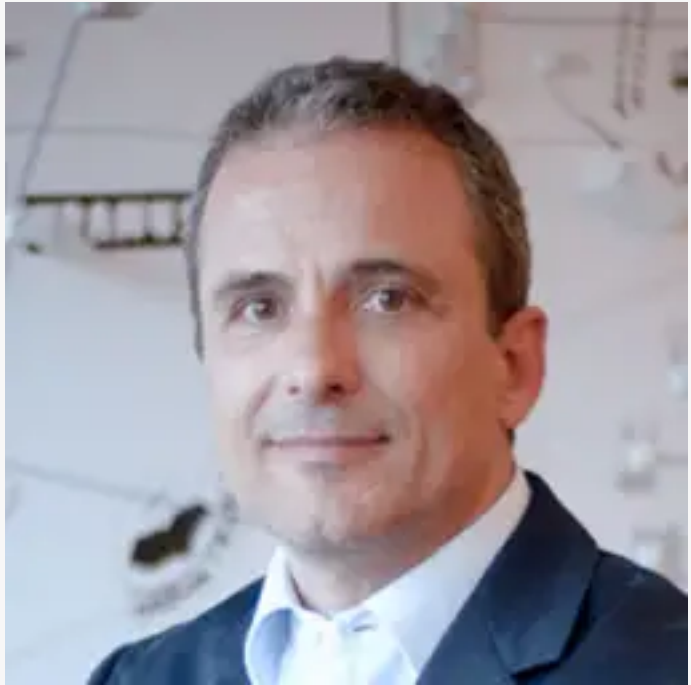
example, if I'm going to take a train and then a taxi, I don't want to deal with two different ticket systems and make two different payments because it is complex. I want a service that gives me the option to pay and receive my invoice in my email.

- The third level is service update, through a single channel, which is also complicated. For example, there is a heat wave and the trains are communicating updates about service disruption. But each one is communicating information in different channels, e.g. their social media, therefore you need to go to their Twitter or their websites to get the updates. Instead, I want to be informed about any update in a single point of contact. We are building these three levels of interoperability everywhere”.

Another aspect highlighted by Ubirider's CEO is their customer centricity. “We don't believe that it is possible to change or transform mobility by just working for the riders or just working for the providers. We believe that it is necessary to generate equal value for both.”, says Ubirider CEO.

Ubirider's CEO talked to Auto2x about:

1. Ubirider's vision in MAAS (Mobility-as-a-Service) and what makes them different
 - The rise of shared mobility services to tackle increasing urbanisation
 - Ubirider's Mobility-as-a-Service solutions for customers & operators
 - Ubirider's vision is to reduce the fragmentation of the movement of people
 - How data-sharing and customer-centricity differentiate Ubirider
2. Ubirider's go-to-market strategy, market positioning and key deals in Portugal
 - The importance of Ubirider's three partnerships for its future



Paulo Ferreira dos Santos, Founder and CEO of Ubirider

The Ubirider logo, featuring the word "UBIRIDER" in a bold, dark blue, sans-serif font. The letter "i" is lowercase and has a dot. The logo is centered on a white background.

Ubirider

- How seamless contactless payments can accelerate the adoption of shared mobility

3. Market expansion & key milestones

- Why the UK presents strong potential for the company
- Spain and Colombia present interesting opportunities for expansion
- Upcoming funding round

To learn more about Ubirider visit: www.pick.ubirider.com

To listen to the full interview join Auto2xperts.

<https://auto2xtech.com/>

Auto2x is a London-based automotive consultancy specialising in advanced transportation technologies for sustainable and circular mobility.

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