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MaaS (Mobility as Service): Promises, Progress and Prospects

Mobility as a service is a new mobility solution aimed at providing convenient and customized mobility services to the users. The goals underlying MaaS from users' and societal perspectives can be characterized as improving users' convenience, providing economically more attractive transport modes, reducing congestion, pollution and the need for parking areas by motivating users to replace their private vehicles by shared mobility means, improving accessibility and so on. To what extent so far each of these goals has been reflected in the pilot studies and scientific research will be discussed.