



## **Moovit unveiled as new AS Roma Global Mobility Partner**

*Moovit to Help Fans Arrive at Matches with Greater Convenience and Ease*

ROME – 26 January 2018

Fans of popular Italian football club AS Roma will now be able to arrive at matches at the Olimpico and stadia throughout Italy and Europe with greater convenience and ease thanks to a partnership announced today between AS Roma and Italy's and the world's leading transit app, Moovit.

Moovit is a free public transit app on Android and iOS devices and the web that provides real-time updates to transit routes, points of interest, get-off alerts and more in 180 cities in Italy and more than 1,800 cities around the world.

In naming Moovit as its global mobility partner, AS Roma becomes the first football club in Europe to provide its fans real-time public transit information for every match at its home stadium as well as every stadium in which it plays in Italy and Europe. For every game, Moovit will provide special instructions for AS Roma fans about the best public transit routes to ride, including how to arrive at the dedicated fan areas and specific gates in each stadium. In addition, Moovit will identify AS Roma stores throughout Rome as points of interest for fans. As AS Roma plays in the Champions League and will host teams from throughout the European Union, Moovit also will help other clubs' fans use public transit when they visit Roma.

"Our partnership with Moovit, the world's leading public transit app, is designed to help our fans get to the stadium quickly and easily by allowing them to identify the best way to travel to and from AS Roma matches in Italy and abroad using public transit," explains AS Roma CMO Luca Danovaro. "Standing alongside other partnerships launched by the club recently, this agreement is part of our commitment to improving the match-day experience for fans."

Moovit has extensive experience partnering with major sports events as well as cities and municipalities to help people make better use of public transit. 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 football fans during that competition. In Italy, Moovit has deep partnerships in Roma, Milano, Torino, Napoli, Bologna, Perugia, Palermo and more than 30 other cities.

“By partnering with Moovit, AS Roma is clearly embracing the future of urban mobility,” said Moovit Country Manager in Italy Samuel Sed Piazza. “Moovit will give AS Roma fans more time to

enjoy football, including what to see on their way to matches, and less time worrying about how to get there.

“From Milano to Palermo, Italians love Moovit because we help them better use public transit, whether it’s in their daily commute or getting to big events like AS Roma matches where tens of thousands of people arrive and depart at the same time,” Sed Piazza said.

Moovit has become the biggest and fastest growing transit app in the world with more than 100 million registered users in 79 countries in five years, Sed Piazza added.

## **ABOUT MOOVIT**

Moovit ([www.moovitapp.com](http://www.moovitapp.com)) is the world's largest transit data and analytics company and the #1 transit 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 and one of Apple’s Best Apps of 2017, Moovit launched in 2012 and surpassed 100 million users in five years.

Moovit amasses 500 million 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 250,000 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 [Smart Transit Suite](#) of products 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 1,800 cities, across 79 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.