

## FUTURE VISION

In the future, all passengers should be **confident** about and **in control** of their spendings on public transport. Therefore there should be a **unified** and **transparent** tariff system that is **adopted by all** carriers. Additionally, carriers and other mobility providers should cooperate to offer the passenger **personalized** and **all-inclusive** travel products for the best price.

## Strategic Roadmap

Towards a passenger-oriented public transport tariff system.

### Future vision

In the future, all passengers should be **confident** about and **in control** of their spendings on public transport. Therefore there should be a **unified** and **transparent** tariff system that is **adopted by all** carriers. Additionally carriers and other mobility providers should cooperate to offer the passenger **personalized** and **all-inclusive** travel products for the best price.

### Legenda

- Duration
- Connection point
- ⋯ Connections
- A Description in cards

### Major events

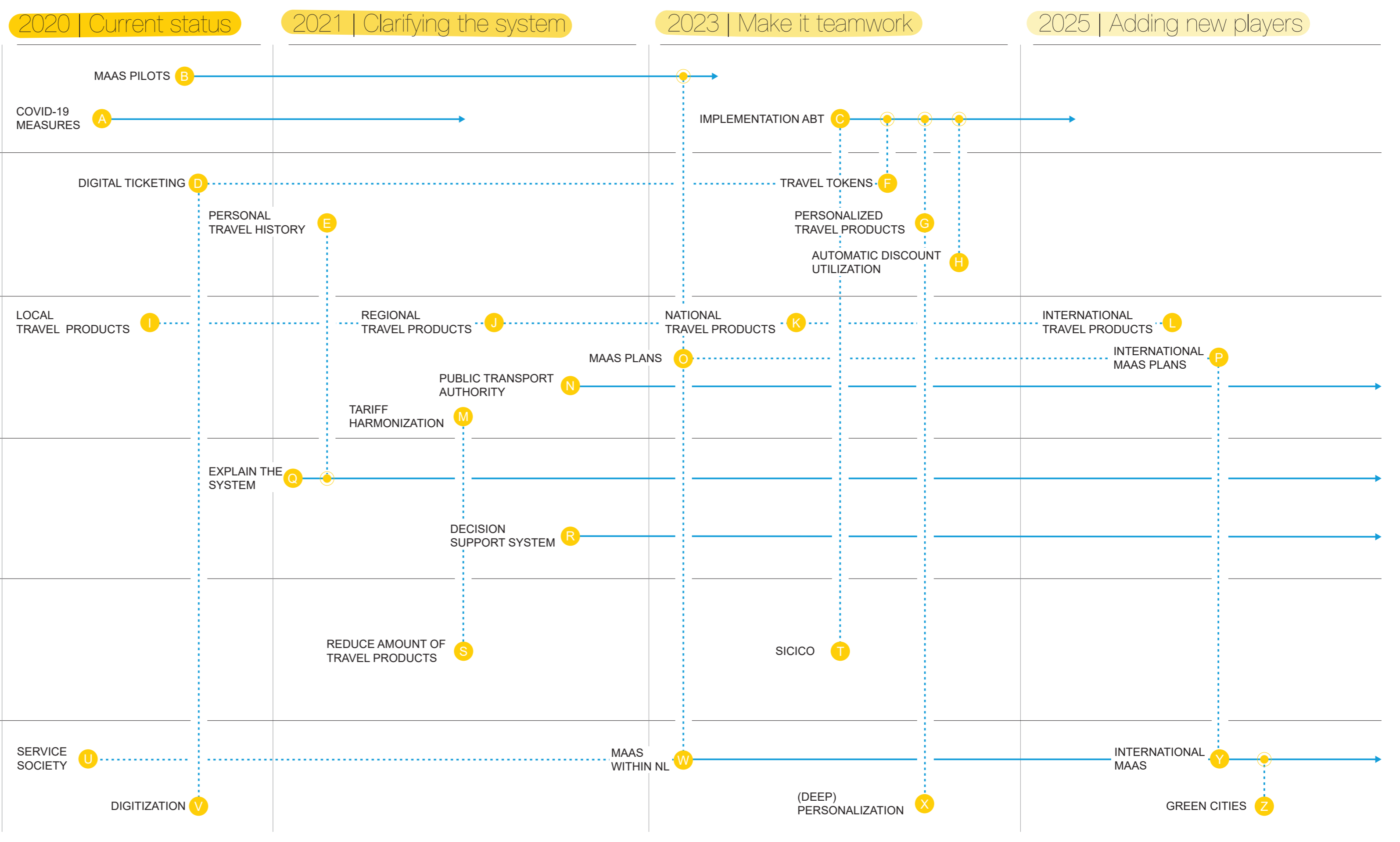
### Personalization

### Cooperation

### Transparency

### Simplification

### Trends



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A roadmap towards a passenger-oriented public transport tariff system  
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Strategic Product Design

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