



RIDING PLEASURE

-can we make Public Transport a little more sexy and fun?

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KARLSTADSBUSS



KARLSTADS KOMMUN

Municipality: 87 000

Urban city: 65 000

University: 12 500

PTA: part of the city
planning
administration.



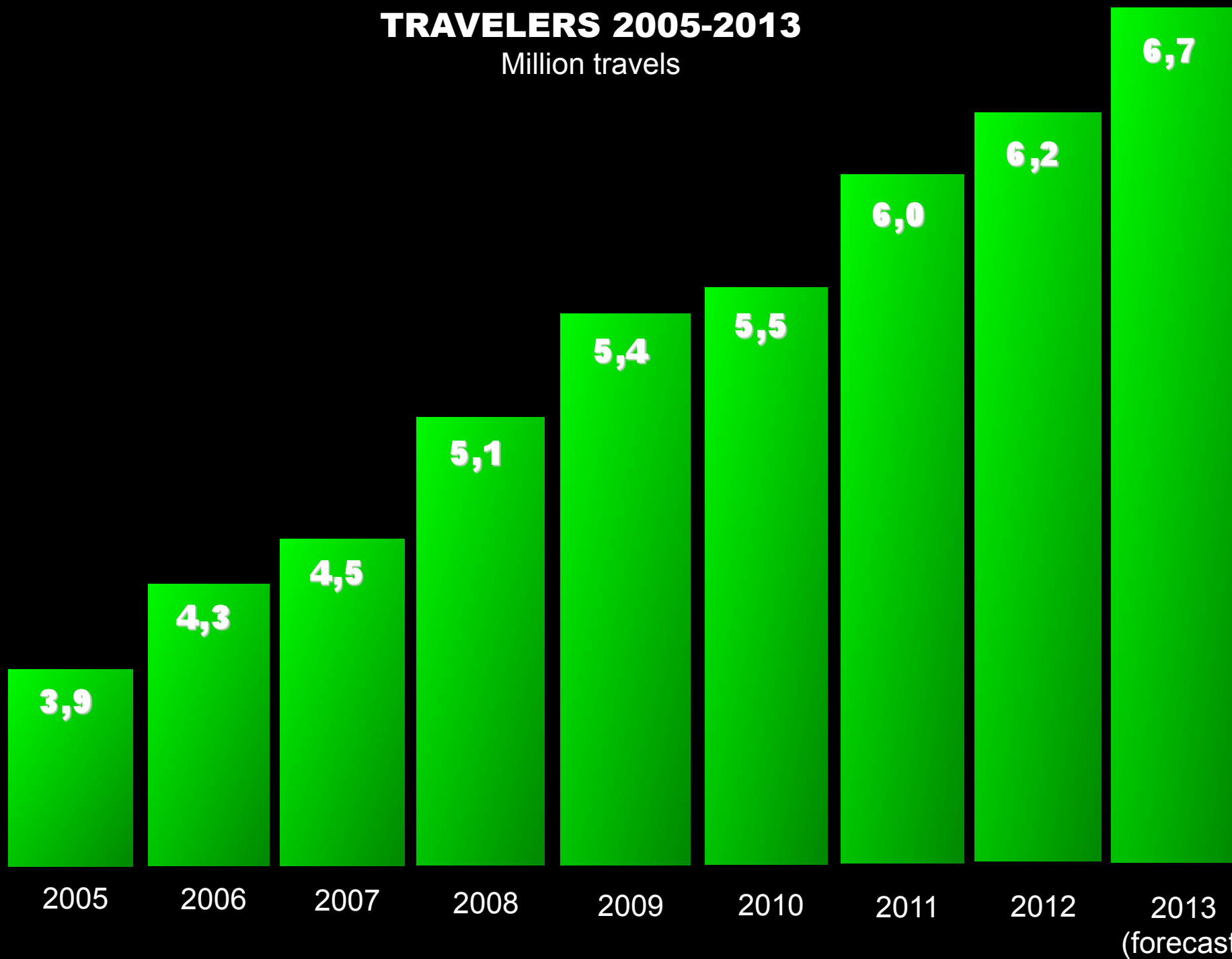
Vision: **It's easy to live without a car in Karlstad**

Goals: **X2 travelers & Most satisfied customers**



TRAVELERS 2005-2013

Million travels



#1

CUSTOMER SATISFACTION



FASTERPIECE.

DESIGNED FOR DRIVING PLEASURE.

SMS BILJETT

REC/PASS

TURKRONOR

WEBBSHOP

AUTOMAT

VILKET SÄTT PASSAR DIG?

Alla busar ska vara enkla för alla. Därför kan du köpa bussbiljett på flera olika sätt. Välj det som passar dig bäst!

KARLSTADSBUSS

Äntligen!

Nu har [redacted] bytt biljettsystem!

1
Malaysia

**Introducing the
NEW
Bus Ticketing
System**

Accuracy:
GPS Tracking
Built-in GPS system recognizes bus zones and allows for automated and accurate fare deduction.

Accessibility:
Integration & Connectivity
The new bus ticketing system makes inter-modal transfer a breeze.
RapidKL, BusKL, LRT, M, KTM, and more.

Environmentally Friendly:
Go Green
Paperless system means more trees saved.

Easy:
Smart Ticketing System
The new smart ticketing system guarantees faster ticket transactions and reduced queue time. An instant seamless travel, wherever your current location and desired destination.


BIT! On Entry!

BIT! On Exit!

Sooo... Easy!

Buy On Board
Buy & Reload On Bus
Sooo... Easy!

Talian Baruan : 03 - 7965 2585
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twitter : @MYrapidKL
facebook : RapidKL



“Very often design is the most immediate way of defining what products become in people's minds.”

Sir Jonathan Ive, Apple



KARLSTADSBUSS

smartphone





1979



1989



2010



1979



1989



2010



1979



1987



2010



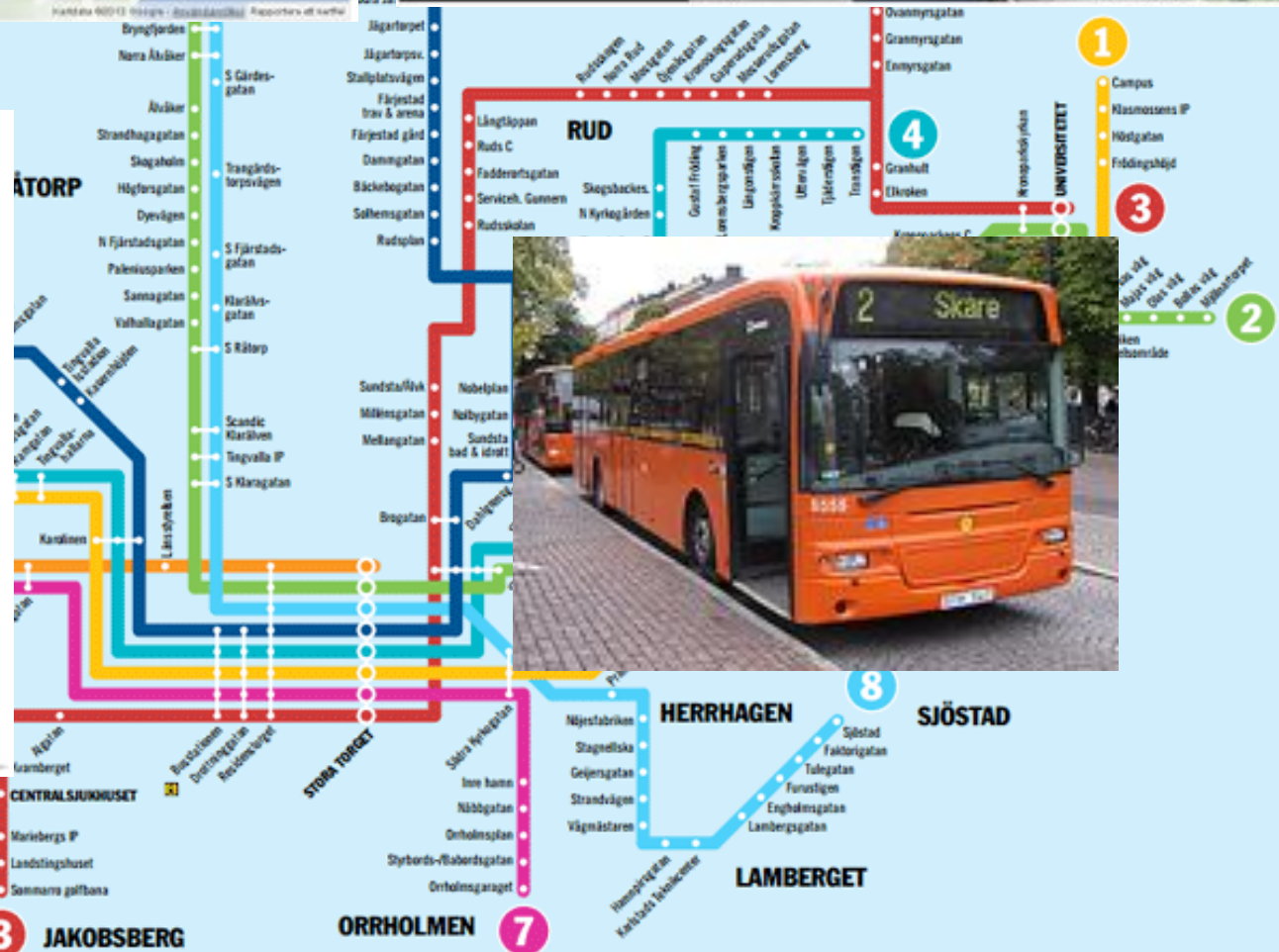
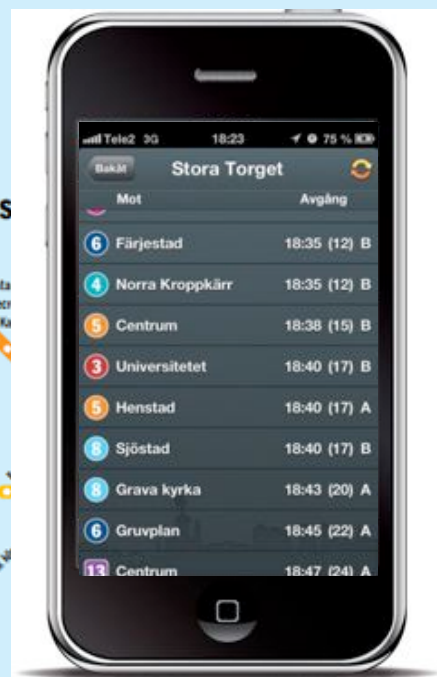
"This is Las Vegas. We need to have something that looks different than your grandfather's bus."

Jacob Snow, RTC General Manager, Las Vegas

"This is the first time I've taken public transportation. Ever.."

Chris Jacobs, Manager at Trump International Hotel













| Stora Torget (1 min) | | Avg | Min |
|----------------------|-----------------|-------|---------|
| 1 | Mot IKEA | 10:50 | (0 min) |
| 1 | Norra Kroppkarr | 10:50 | (0 min) |
| 2 | Sjöstad | 10:50 | (1 min) |
| 3 | Mjölndorpet | 10:52 | (2 min) |
| 2 | Jaktöberg | 10:53 | (3 min) |
| 3 | Panda | 10:53 | (4 min) |
| 2 | Universitetet | 10:55 | (5 min) |
| 3 | IKSA | 10:56 | (6 min) |





MOBIL APP
Sprekilar rosnad



KAMERAÖLL
För ökad trygghet



AIR CONDITION
Ger bästa komfort



MILJÖBUSS
Et grönare klimat



BUSS-TV
I samarbete med TV4



FRI WI-FI
allt över stadsbuss



EEV

MARKETING OF OUR NEW BUSES



**WHAT
ABOUT
30%
MORE
SEATS
..?**

”EN PLATS FÖR DIG”

=

A SEAT FOR YOU

A PLACE FOR YOU

3 step campaign

1





KARLSTADSBUSS



2





KARLSTADSBUSS

3



GEOsignage®



**LET'S HAVE FUN,
BE CREATIVE AND
SAVE THE WORLD ;)**

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