

Unwire Transforms Into Kuba: Pioneering the Future of Mobility Solutions

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Press Release:

Kuba Group has fully absorbed Unwire, a year after its strategic acquisition, amplifying its influence in the transit technology sector. This merger strengthens Kuba's position as a front-runner in account-based mobility and Mobility as a Service (MaaS).

Unwire's 20 years of award-winning experience in payments and ticketing is now funnelled into Kuba's expanding digital portfolio. Specialising in MaaS platforms, Unwire already has a strong U.S. customer base, including DART, CATS, and the City of Phoenix. By unifying under the Kuba brand, the company aims for a more cohesive global footprint.

This announcement is timed with the APTA Transform and Expo event, where Kuba will introduce its latest North American mobility solutions. Offering exceptional value for money and unparalleled speed-to-market, Kuba's digital toolkit equips transit agencies to meet community needs while improving customer experiences.

Jesper Thor Rasmussen, CEO of Unwire, states, "Being part of Kuba simplifies market access and bolsters our reach, offering a one-stop-shop for transit solutions."

Michael Hart, Chief Revenue Officer of Kuba, elaborates, "This integration sharpens our focus on North America, enabling custom-fit solutions and exceptional customer support. We're thrilled to integrate Unwire's seasoned team into the Kuba fold, fortifying our capability to serve as a comprehensive hub for digital ticketing requirements for both new and existing clients."

Kuba is committed to pushing the envelope in mobility innovation, fostering lasting relationships with customers, partners, and stakeholders alike.

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