

Wednesday, 29 June 2022

MEDIA RELEASE

Kinetic makes bus travel easier for Tasmanians with introduction of contactless payments

In the first few months of operating MerseyLink, new owner Kinetic has made travel on bus services more convenient with the introduction of 'contactless payments' on board general access services.

From 1 July, passengers will now be able to easily and securely pay for their journey or recharge their TransportME Smartcard by tapping their debit/credit card, smartphone or smartwatch to the on-board readers.

Daniel Head, Executive General Manager, Tasmania, Kinetic said the initiative was an exciting addition to bus services in Tasmania's north-west.

"Buses are an essential part of Tasmania's public transport network and we are committed to continued investment in customer experience," Mr Head said

"This is a new payment option that will improve the experience of regular passengers and also make it quicker and more convenient for visitors to pay to get around the region. We are confident the move to 'tap-to-ride' technology will be warmly received by the community for its ease and simplicity."

"We're also making improvements to our facilities including our fleet and depots in an effort to deliver safe, clean and reliable bus services for our passengers."

Customers who use the new contactless payment option to recharge their TransportME Smartcard will be eligible for a 20% discount on their fare.

Kinetic is Australia and New Zealand's largest mass transit bus network and the region's biggest operator of zero emission busing, with its battery electric bus (BEB) fleet growing to 70 vehicles by the end of 2022.

Kinetic recently launched Tasmania's first fully electric buses as part of its SkyBus service connecting passengers between Hobart Airport and the city.

In 2021, Kinetic welcomed Tas Redline to its network, providing government-contracted services across Devonport, Burnie, Launceston and Sorrell as well as charter bus services for major tour operators.

Kinetic also operates bus services in Launceston and the north-east of the state after acquiring Sainty's North East Bus Service in February this year.

- Ends

Media contact

Justin Rogers, Manager Communications, Stakeholder and Customer Experience –
Southern
0419 230 242
Justin.Rogers@wearekinetic.com.au

About Kinetic

From high frequency airport transfers to urban buses that run like clockwork, Kinetic is famous for putting people first. As the biggest mass transit bus operator in Australia and New Zealand, we live and breathe buses, and we know what passengers want. We are a network of 3000 buses and more than 5000 people who bring energy, passion and commitment to our job every day. That's why over 75 million people choose to travel with us. Visit wearekinetic.com for more information.