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RACV'S AREVO JOURNEY PLANNER APP WINS MAJOR AWARD

RACV's arevo journey planner app has won a Gold Award in the DRIVENxDESIGN Melbourne Design Awards 2021.

Designed in partnership with Transpire, the arevo app has been live in its current form since October 2020 and is helping Victorians plan their journeys with different options for transport whether that's public transport, biking, walking or cars. The arevo app is free to download on both iOS and Android devices.

The arevo app is unique in the market. It allows users access to real time maps including available bike routes, car parks and fuel prices all in the one place. Some public transport information is also live on the app.

RACV General Manager, Mobility Elizabeth Kim said RACV has been striving to find new and alternative ways to assist Victorians to get around for many years and the app is one key way RACV can support this.

"Melbourne is fortunate to have many transport options. The arevo app is designed to appeal to all Melburnians - whether you love to walk, ride your bike, or you wish to drive your car – there truly is something for everyone," Ms Kim said.

Developed as part of the 'Mobility as a Service' model, which offers people a fuller picture of what transport options are available, arevo is designed to revolutionise how Melburnians travel.

"Beyond assisting Melburnians get where they need to be efficiently and easily, there is a long-term vision of arevo easing congestion and encouraging more sustainable travel options," Ms Kim said.

With just one user-friendly app, Melburnians have access to the various transport options across Melbourne and may even be inspired to make the switch to other urban transport options from their usual way of getting around.

Transpire and arevo commenced the design process for the app at the beginning of the COVID-19 pandemic. The two partner organisations did not lose any steam in quickly adjusting to working remotely to deliver a stellar result.

"Transpire's commitment to design excellence is truly impressive. I would like to thank the joint Transpire and arevo project team who worked so well to adapt to the challenges of the COVID pandemic and deliver a fantastic result," Ms Kim said.

"We are delighted this project has won a Gold Award in the prestigious DRIVENxDESIGN Melbourne Design Awards."

For more information visit:
www.arevo.com.au
www.transpire.com
www.drivenxdesign.com

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