

# HSL - Strategy

## GOALS



### Smooth journeys

Customers' travel chain is based on the public transport trunk network and efficient feeder services.



### Clear services

We provide our customers with up-to-date information before and during their journeys as well as clear, easy-to-use and reasonably priced tickets.



### Increasing public transport use

We direct the increase in traffic to public transport, walking and cycling.



### Compact and attractive region

A transport system based on rail services creates a more compact urban structure and makes the region more attractive.



### Fewer emissions

We increase the share of low-emission public transport.



### Effective finances

We make public transport more cost-effective and strengthen the funding base of the entire transport system.

## VALUES



Cooperation



Environmental responsibility



Customer focus



Continuous development

## VISION 2025

Public transport is the number one choice for travel.

Helsinki region is a bellwether for intelligent, sustainable and safe mobility.

## MISSION

Helsinki Region Transport develops and provides smooth, reliable transport solutions to customers' needs.