

Lucca, 7 June 2019 - After 30 years, MAIOR SRL says goodbye to its iconic logo to welcome a new, innovative, and modern corporate brand identity.

The change of our logo responds to the desire to reflect the evolution, growth and changes planned by MAIOR to strengthen its position as leading designer and developer of scheduling solutions at international level.

"The transportation market is constantly evolving, the expectations of our customers and users are changing with the market itself," says Leopoldo Girardi, Chief Executive Officer. "Our goal is to provide solutions that enable transportation companies drive this change. For this reason, we are making substantial investments in research, new technologies and in our brand identity, as a partner company of our customers."

Starting from June 2019, we will adopt a more refined and luminous logo, with softer and more dynamic lines, in addition to a new palette of colors to complete the renewal of our identity on a visual level.

In relation to the solutions and services provided to the current customers of MAIOR SRL, this change will not entail any change to the characteristics or conditions of the existing contracts. The attention and care that we will continue to provide to our present and future customers remain unchanged.

Furthermore, starting from June 3rd 2019, our new website will be on-line at: [www.maior.it](http://www.maior.it)

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MAIOR ([www.maior.it](http://www.maior.it)) is a global market leader in designing and developing software solutions for strategic service planning, resource scheduling and management, and company performance analysis in the public transportation industry. The company is based in Lucca and Florence, in Italy. MAIOR's solutions help its customers reduce operational costs and both optimize and improve their offered transit services continuously. For more information go to <http://www.maior.it/news>

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