

AsyaCard DIT and DIT Pratik Will Be Used for Transportation in Bolu

An innovative contactless credit card, AsyaCard DIT, and a prepaid bank card, DIT Pratik, are launched for use in the private public buses of the Municipality of Bolu instead of free pass and bus ticket within the scope of "Public Transportation Project" carried out by Bank Asya with the Municipality of Bolu.

Within the scope of the project which was introduced to the press and the guests in the wedding hall of the Municipality of Bolu, people can get on the private public buses in Bolu paying by AsyaCard DIT, a contactless credit card, and DIT Pratik, a prepaid bank card.

DIT Pratik, a prepaid bank card allowing offline payments, provides that card holders spend as much as the fund they have loaded beforehand. DIT Pratik which can be obtained at Bank Asya branches without opening an account provides secure shopping with a PIN on condition that the fund loaded before is not exceeded and offline transactions up to TL 35 without entering PIN or signing a slip at contactless transaction points.

DIT Pratik cards funds of which are used up or decrease can be loaded easily at Bank Asya branches, ATMs and approved merchants. DIT Pratik accumulates reward points for purchases and loading.

Mustafa Büyükkateş, the executive vice president of Bank Asya, who held a press meeting to introduce the Project expressed that Bank Asya pioneers both Turkey and the world in the field of contactless payment systems. "Our purpose is to

facilitate the life and to be beneficial for people. We are glad that Bolu participate into our transportation projects carried out for that purpose” he said.

Alaaddin Yılmaz, the mayor of Bolu, stated that they have firstly worked to solve the transportation problems since they were appointed in 2004 and they have provided more qualified and cheaper transportation by renting out the public buses. He said that after this project, which was launched last term, they have renewed the public buses this month and put the latest vehicles into service. He stated that they have increased the buses and assigned new routes for public transportation and added “we have also provided that passengers save both time and money with promotions since November, when the private public buses of the Municipality of Bolu joined into the Transportation Project carried out in 4 cities by Bank Asya. Besides, thanks to the Transportation Project cash exchange in buses is eliminated.”

1 Free Out of 4 Rides

The campaign, “1 Free Out of 4 Rides”, organized by Bank Asya was also introduced in the meeting within the scope of the Project. People who use the private public buses of the Municipality of Bolu can participate into the campaign with AsyaCard DIT until January 10th, 2010.

AsyaCard DIT, which brings together all the transactions performed with different cards in a card for the first time in Europe, allows the customers to make transaction fast and easily both in contactless transaction points and road tolls without waiting. Prepaid DIT Pratik offers offline transaction opportunity, while it can be used by teenagers under 15 years old instead of bus ticket because it is not classified as a credit card.

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