

The ATM launches a campaign to consolidate the T-jove cards and passes in T-mobilitat

- The penetration of this card in the T-mobilitat system exceeds 95%; that is, only 5% of the validations carried out with T-jove are still done with magnetic cards.
- The aim of the campaign is for young people who have not yet switched to the system to make the transition before they go back to school in September
- The pass for young people was no longer sold in March in magnetic format and, since then, it can only be purchased through the new T-mobilitat system, either on the personalised card or on mobile phones (Android).

Barcelona, 21 August.- The Barcelona ATM is running a [communication campaign](#) in order to consolidate all T-jove validations in the system with T-mobilitat, after the sale of this pass in cardboard and magnetic strip format stopped in March. Although the penetration rate of this card already **exceeds 95% of daily validations** with the new system, 5% of daily T-jove trips are still made with the magnetic card system. So, in order to promote the full transition of this card to T-mobilitat, the ATM is deploying this information campaign through digital channels aimed at young beneficiaries of this pass so that they will make the final change to the new system.

As the month of September is a month of upswing in the demand for this card due to the return to activity, one of the goals of the campaign is to contribute to raising awareness among young people who are going back to college or work so that they register with T-mobilitat through digital channels and request their card sufficiently in advance.

It is **recommended to register electronically** on one of the three available platforms: [T-mobilitat](#), [TMB](#) and [FGC](#), if purchasing a physical card that can be topped up, which, once requested, will be received at the address indicated within 5 to 10 days. If opting for validation with an Android mobile phone with NFC, the availability of the card will be immediate through the **applications** [T-mobilitat](#), [TMB App](#) and [FGC T-mobility](#).

The campaign, with the slogan 'Don't you have it yet?', will be active from **28 August to 11 September**.

T-jove, only with T-mobilitat and up to the age of 30

Since last March, the young beneficiaries of this social travel card can avail of it **until they reach the age of 30**. In addition, **the price of the six price zones has been unified**. The T-jove, as a personal and non-transferable card, allows an unlimited number of integrated trips in 90 consecutive days.

Old T-jove cards can still be validated in the system

Despite the fact that this pass is offered exclusively in the form of T-mobilitat cards, Old T-jove cards (cardboard ones with magnetic strip technology) **can still be validated in the public transport system as normal until the 90-day validity period expires**. They will expire just like all integrated passes. In this case, T-jove passes purchased in both 2022 and 2023 will be valid until 15th January 2024.

At present, practically the entire range of integrated passes of the Barcelona ATM can be used with the new contactless system. All that remains is the integration of the **T-usual for the unemployed**, the **T-verda** and the **T-dia**, which will join in the coming months.

Link to the campaign: [Don't have it yet?](#)