

door2door puts mass transit of the future on the road: on-demand and individualized

At the IT-Trans, door2door, a global provider of digital mobility solutions, will present ongoing projects and identify which scenarios and steps are necessary to ensure sustainable mass transit.

Berlin/Karlsruhe – March 6, 2018 – The current debate about free public transport and driving bans shows how important it is to find alternatives to individual passenger transportation. Only in this way can the conflict between individual mobility expectations and common climate goals be reconciled. Door2door, who has been a member of the UITP (International Association of Public Transport) since 2017, supports mass transport companies in their access to digital mobility solutions.

At the IT-Trans in Karlsruhe, Germany, the leading trade fair for IT trends and innovations for public transport, door2door will be presenting both ongoing projects and future scenarios of mobility:

- **Duisburg:** The Duisburger Verkehrsgesellschaft (DVG), the local public transport operator in Duisburg, launched the world's first on-demand public transport system *myBUS* in October 2017: an on-demand Rideshare service that is fully integrated into the public transport network
- **Berlin:** In cooperation with ADAC, the on-demand service *allygator shuttle* brings passengers from A to B, improving the capital's mobility offering
- **Lisbon:** Development of a real-time public transport platform together with the Brisa subsidiary Via Verde, combining various mobility services such as carsharing and ridesharing as well as mass transit

door2door provides a software platform that enables cities and public transport companies to offer their own demand-based rideshare services and integrate these into their existing mass transit infrastructure. Rigid timetables and fixed routes are supplemented and replaced by a dynamic shuttle system that is cost-efficient and decreases the dependency on private cars to sustainably reduce traffic and emissions.

Together with **ZF and Microsoft**, door2door is also developing a comprehensive platform that will enable the operation of autonomous public transport fleets. For partners such as cities and local transport companies, the future of mobility has become tangible: the solution combines the transport of passengers and goods, completely embedding fleets in existing public transport networks.

The **city of Duisburg** is a pioneer in modern public transport, with other cities soon to follow. In less than twelve months in 2017, the Duisburg-based transport company DVG successfully launched ridesharing on its streets with *myBUS*. DVG is the world's first provider of on-demand ridesharing within its public transport system, allowing Duisburg to tackle dust pollution differently than through driving bans and EU fines.

The motivations for introducing ridesharing services are familiar to many other cities and communities: long waiting times and frequently intermittent public transport connections mean that commuters continue to use their own cars. Operating public transport at low transit times or in sparsely populated suburbs is usually unprofitable. Dynamic, on-demand transport using door2door's technology reduces operational costs for public transport operators by tailoring the supply to actual demand. Public transport becomes accessible to a full range of potential customers such as private car owners.

Maxim Nohroudi, founder and Managing Director of door2door: "Together with mass transport companies, we offer users a real alternative: a flexible, dynamic mass transit system tailored to their individual needs. Offerings such as ridesharing should supplement local public transport instead of competing against it to reduce traffic and emissions. These new services allow public transport to become more attractive, making it easier for everyone to use public transport as their mode of transport of choice. With our technology, we offer municipalities and public transport companies significantly more freedom, flexibility and, above all, autonomy in designing their local mobility services."

Since July 2016, Berlin residents have been using door2door's ***allygator shuttle*** service as a flexible and dynamic addition to existing mobility offerings. The service is primarily geared to the individual needs of the users. Based on door2door's intelligent algorithm, the *allygator shuttle* pools several passengers who have a similar route, bringing them safely and conveniently to their destination. This ensures optimum capacity utilization, reduces traffic and emissions – and makes the city more liveable.

The service has been sponsored by ADAC since February 2017. With a total of 25 vehicles, some of which are electric, the *allygator shuttle* runs every Friday and Saturday within the entire Berlin S-Bahn ring and is free of charge.

Ramona Pop, Berlin Deputy Mayor and Senator for Economy, Energy and Enterprises, welcomes the project as an important addition to the range of mobility services in times of growing cities and increasing traffic volumes. Ridesharing offers are particularly interesting due to the possibility of seamless integration into existing public transport networks.

Recently, door2door and the Brisa subsidiary Via Verde, the leading provider of electronic toll collection systems, announced the goals of their Lisbon cooperation. The first project will be a universal platform that combines demand-based mobility services for route planning with public transport services. The pilot project will be launched this year in Lisbon. The platform

analyzes various modes of transport in the user's environment – including ridesharing apps, carsharing services and public transport timetables – to provide the best route to a destination, including pricing and real-time timetables.

door2door's technology and data analysis capabilities enable Via Verde and other transport companies to understand mobility behavior and identify gaps in existing public transport networks. An effective, sustainable and demand-driven offer helps accelerate the diffusion of smart mobility in an intelligent city.

About door2door

Founded in 2012, door2door is a global provider of dynamic mobility solutions for public transportation. The company provides cities and mass transport companies with an on-demand mobility platform which enables micro transit rideshare shuttle systems that can easily be integrated into any existing mass transport network. door2door is a proud member of the World Economic Forum and has been named “European Entrepreneurial Company of the Year” by Frost & Sullivan.

<https://www.door2door.io/>

<https://blog.door2door.io/>

Printable material as well as other background information can be found here:

<https://www.door2door.io/press.html>

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