

Munich to Launch On-Demand Public Mobility Program: MVG IsarTiger

Munich Transport Company (MVG) program powered by global smart mobility provider door2door. The groundbreaking, on-demand public transport service is a first for a large international city.

Munich, Germany – May 18, 2018 – The Munich Transport Company (MVG) is expanding its individual public transport network by introducing an on-demand public transportation service: the [MVG IsarTiger](#). Bolstering existing public transport options in Munich such as subways, trams, busses, MVG Rad and CarSharing, the next generation mobility project will begin its pilot in mid-June.

The flexible ride-pooling service can be requested on-demand by customers by booking a ride via an app on their smartphones. Running in conjunction with pre-existing public transit offerings, MVG IsarTiger does not have scheduled routes or fixed timetables. Instead, the platform uses advanced algorithms and data to calculate the fastest and most efficient ride-pooling routes.

The technology behind this innovative, on-demand public mobility program comes from door2door, a leading global provider of dynamic mobility solutions for on-demand economies and smart cities.

“On-demand solutions give commuters the power to drive their personalized mobility options for the first time by allowing them to order tailored rides instead of having to follow a fixed timetable,” said Ingo Wortmann, Chairman of the MVG Management Board. “The IsarTiger initiative will complement current city routes and assist in getting commuters from point A to B. MVG is excited to work with door2door to close the gaps that cannot be filled by traditional public transport, taking integrated mobility to a new level for the City of Munich.”

The new mobility offering is convenient, safe and environmentally friendly. By maximizing the use of automotive vehicles within the city (most of which stand idle an average of 23 hours a day), the project will help Munich accelerate its long-term goals of having fewer cars on the roads and creating better quality of life for its citizens.

Central to the decision to partner with door2door was their track record of advanced mobility solutions for key urban areas, including an on-demand public transportation pilot with the ADAC in Berlin, a collaboration with Brisa subsidiary

Via Verde to create a holistic transportation platform in Lisbon, and a partnership with the DVG in Duisburg to launch the on-demand public transport system, myBus.

“door2door is thrilled to be cooperating with MVG to power Munich’s groundbreaking, on-demand public ride-sharing solution,” said Dr. Tom Kirschbaum, Co-Founder and Managing Director of door2door. “Münchners will have smarter, more efficient commuting options, and the city will maintain its position as a leading global smart city transforming its mobility future. We are proud to be part of Munich’s mobility revolution.”

MVG’s new smart transportation system will include three stages – a closed launch in June 2018, which will be free for IsarCard subscribers who are pre-existing customers of MVG; a public launch in the Fall of 2018; followed by ongoing operations. The IsarTiger fleet will begin with approximately 20 Volkswagen caddies with space for six passengers each.

About door2door

[door2door](https://www.door2door.io) is a global technology provider of turnkey, on-demand mobility solutions. door2door’s flexible, agency-owned, intermodal mobility platform allows cities and their local mobility operators to embrace today’s transportation challenges and transform their transit network by integrating efficient on-demand services. door2door is a proud member of the World Economic Forum and the UITP, and has been named “European Company of the Year” by Frost & Sullivan.

About MVG

The *Münchner Verkehrsgesellschaft* (MVG) is Munich's local mobility provider. MVG operates the metro, bus and tram as well as the bike-sharing service MVG Rad and is complemented by additional mobility services such as CarSharing. MVG routing apps MVG FahrInfo and MVG more connect all the available mobility services. MVG moves around 600 million customers per year.

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

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

When interested in an interview or additional information is required please contact:

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