

First on-demand ride-pooling service in a rural area: The city of Freyung and door2door commence the continuous service of *freYfahrt*

- Freyung at the forefront: The city, the district and local infrastructure providers are working together to sustainably redesign local mobility services
- door2door provides the technology for the on-demand ride-pooling service
- ***freYfahrt's*** offer indicates a step in the right direction for efficient and user-oriented mobility in rural areas

Berlin/Freyung, August 2, 2018 - The city of Freyung is kicking off its on-demand ride-pooling service *freYfahrt* in the district of Freyung by collaborating with the Berlin-based tech company door2door. It is the first on-demand rural ride-pooling service in Germany that has been granted a regular transportation service licence. The first two minibuses will commence with the continuous operation of over 230 virtual stops in an operational area of 48km². The service is operated by the city of Freyung in conjunction with the local bus company Prager Reisen. *freYfahrt's* service quality allows for almost door-to-door transportation within the local area without users having to stick to rigid schedules and routes. Therefore, travel schedules can be adapted optimally to the wishes of citizens, and a more efficient use of funds for implementing alternative mobility options in rural areas can be tested.

freYfahrt will kick off with two shuttles (each with eight seats) operating from Mondays to Saturdays in Freyung's municipal district. Customers will be charged €2.90 per ride. The 7,500 residents of Freyung and numerous visitors to the city can take advantage of this offer. With around 200,000 tourists per year staying overnight in the area, the city has become an important holiday destination in the region.

door2door will be providing the technology for the on-demand offering. For this, *freYfahrt* will be managed entirely without a timetable or any fixed routes. door2door will calculate optimal routes and best uses of the fleet, so that passengers who have a similar route can share the trips. Thus, the service transports the passengers quickly, efficiently and in environmentally-friendly fashion.

Freyung's Mayor Dr. Olaf Heinrich: "We are very pleased that *freYfahrt's* services will now be continuously available and will become a long-term alternative on the road. Mobility is an essential element that significantly influences the attractiveness of rural areas. With *freYfahrt*, we're laying the foundation for the sustainable improvement of the mobility offerings in Freyung, while also promoting the entire local infrastructure. In door2door we've found a partner who

has not only built great technology, but who is aware of the challenges that rural areas face, which is a welcome change for us.”

District Administrator Sebastian Gruber and State Secretary Josef Zellmeier of the Bavarian Ministry of Transport also support the joint project by the city of Freyung and door2door. The project highlights the importance of smart mobility, such as ride-pooling, in rural areas. “Transferring ride-pooling technologies from the city into a rural environment is an enormous endeavour. Factors such as population density or the overall mobility behaviour of residents is quite different in rural areas when compared to that of city dwellers. That’s why we are particularly proud to bring an on-demand ride-pooling service in the form of freYfahrt to a district town such as Freyung for the first time and to examine its effects in the long term,” explained **Dr. Tom Kirschbaum, Co-CEO and founder of door2door.**

Part of the concept for the partnership in Freyung is the joint examination of how freYfahrt can be constantly adapted to people’s needs by the city of Freyung, the district of Freyung-Grafenau and door2door. This applies in particular to the operating area, the size of the fleet, the operating hours and the integration into existing traffic services in order to ensure the long-term efficiency of the service.

About Freyung

The city of Freyung (about 7,500 residents) is the county seat in rural Lower Bavaria. In the early 2000s, the city was reclassified as a “virtual model municipality” by the Free State of Bavaria to encourage the introduction of modern management systems, which led to the town taking on a pioneering role. Mayor Dr. Olaf Heinrich (in office since May 1, 2008) and the Freyung City Council unanimously agreed to the partnership with door2door on Monday, May 29, 2017.

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 ridepool shuttle systems that can easily be integrated into any existing mass transport network. door2door is a proud member of the World Economic Forum and the UITP, 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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