

## Together for a multimodal and intelligent public transport: door2door and Duisburg transport company (DVG) launch mobility app myDVG

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**Berlin, 30.01.2019,** *With the multi-modal app myDVG, Duisburg inhabitants will now enjoy access to the city's entire mobility from one source. door2door, leading Mobility as a Service (Maas) and the Duisburg's transport company (DVG) are thus entering the next phase of their cooperation. door2door's solutions support the development of public transportation into an integrated and customer-centric mobility service, promoting sustainability and ensuring equal access to fully modernized way of commuting.*

### **An important step towards seamless mobility**

With myDVG, passengers can access all of Duisburg's existing transport options, compare them at a glance and buy tickets directly in the app, including for buses, trains, rental bikes and taxis as well as the on-demand service myBUS powered by door2doors ridepooling technology. myDVG means making smart public transport always available: Passengers receive real-time travel information, including delays, and can always make the best informed decision. Unifying access to the entire mobility spectrum of the city is an important step towards making public mobility smarter, more seamless and more responsive to the needs of the entire infrastructure. In addition, seamless mobility provides an alternative to the use of the private car and encourages people to leave their cars at home.

Tom Kirschbaum, door2door Co-CEO & Founder says: *"If we want to better organize traffic, we need the public sector in a leading position. This includes making public transport more accessible and user-friendly with digital services such as on-demand ridepooling and sort out a growing oversupply of private mobility offerings."* He adds: *"The launch of the app shows that public transport providers such as DVG are ready and best placed to take an active role in the mobility transformation."*

door2door ist auf diesem Weg Partner, Berater und Gestalter von digitalen Mobilitätslösungen für Verkehrsunternehmen. Unsere Mobilitätsplattform ermöglicht öffentlichen Verkehrsunternehmen, verschiedene Mobilitätsformen nahtlos miteinander zu verbinden, sodass Personen schnell und bequem zu ihrem Ziel gelangen. Um gleichzeitig die Leistungsfähigkeit des ÖPNVs zu stärken, liefert door2door auch eine Ridepooling-Technologie, die Verkehrsunternehmen befähigt, ergänzend zum bestehenden Angebot, On-Demand-Dienste anzubieten, die Fahrgäste nach Bedarf und ohne Fahrplan oder feste Routen befördert. Der Vorteil: Schaffung sowohl einer qualitativ hochwertigen Dienstleistung als auch eines gleichberechtigten Zugangs zur Personenbeförderung. So entsteht ein öffentlicher Nahverkehr, der personalisiert, dynamisch, auf Kundenbedürfnisse zugeschnitten, aber auch den Entwicklungen der Stadt angepasst ist.

door2door is a partner, consultant and provider of digital mobility solutions for transport companies. Our mobility platform allows public transport companies to seamlessly connect different modes of transportation, enabling people to reach their destination quickly and easily. To additionally enhance the performance of public transport, door2door also provides ridepooling technology that enables them to offer on-demand services as part of their to existing mobility offering, transporting passengers flexibly without schedules or fixed routes. The result: a high-quality service and equal access to passenger transport delivered by a public transport that is personalized, dynamic and tailored to customer needs, adapting to the developments of the city.

*"With myDVG, passengers can quickly and easily find their individual best route," says Birgit Adler, Division Manager Operations and Market at DVG. "You get all the information in real-time from a single source can book myBUS directly in the app." Adler adds: "The app provides a good ground to develop next steps. For example, we are planning direct ticket purchases in the app and we would like to include additional means of transport. This brings us closer to our goal of intermodality."*

### **Beginning and development of the cooperation**

The partnership between door2door and DVG began in September 2017 when DVG became the first public transport company in the world to introduce on-demand ridepooling as part of its service. Just 12 months passed from the first meeting to the launch of myBUS. Using door2doors data analysis tool Mobility Analytics and advisory function to simulate and optimally determine the service design of implementation. Further door2door and DVG jointly overcame planning obstacles and regulatory and concessionary hurdles In June 2018, the extension of the control area followed fourfold.

### **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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