

Ridepooling with regional taxi operator: Hofer LandBus offers modern mobility on 120 square kilometres

Berlin/Hof, 17.09.2019 *Today marks the starting point of a new on-demand-based local transport. Residents of Rehau/Regnitzlosau can now drive flexibly and comfortably to and from 170 virtual stops in a 120 square kilometre area. The new service, which operates as Hofer LandBus in partnership with a regional taxi operator, complements the existing bus and train lines in the district of Hof and paves the way for the digitisation of rural areas. door2door, Germany's market leader in software solutions with a focus on on-demand local transport, is pleased to be able to include a new mobility service in its portfolio with the launch of the Landbus Hof: "We were talking from the outset about the power of change that lies in the cooperation of local providers. I think it's great that we managed to succeed now with the Hofer LandBus: Rural districts and taxi providers are working together for modern mobility," says Dr Tom Kirschbaum, co-founder of door2door.*

For better air everywhere

"With the Hofer LandBus, we have succeeded in launching a pilot project that breaks new ground in terms of mobility in rural areas. The Hofer LandBus improves public transport services and offers the user maximum flexibility. It is a good step towards new mobility in public spaces", says Dr Oliver Baer, District Administrator of Hof. Booking is now possible from Monday to Sunday from 6 a.m. to 11 p.m. by app or telephone. In contrast to conventional bus and train lines, there is no fixed timetable: On request, the Hofer LandBus will travel to exactly the stops to which the passenger wants to go. The background system combines further journeys in real-time for each request, so that each journey can lead over different routes without causing long detours or waiting times. This is not only flexible but also good for the environment.

Working together in partnership for a common vision

"With this service, which we developed in a comprehensive team over months and started today, we improve the mobility of the people enormously and create for the passengers so far not hoped for possibilities", explains Andreas Weinrich, managing director of the project-accompanying logistics agency Oberfranken e.V. The Hofer LandBus uses a fleet of a local taxi operator from Hof. The door2door technology calculates the optimal routes and the most efficient use of the fleet. The door2door technology calculates the optimal routes and the most efficient use of the fleet. Cooperation with local players and market leaders combines the

different expertise and perspectives needed to make an innovative mobility solution a success from all points of view and to expand public transport in a meaningful way.

How does the ride with the new Hofer LandBus work?

A trip can be booked via the app or by telephone. 170 new virtual stops can be selected for the start and destination, connecting the entire 120 square kilometre area, and are always just a short walk away. After booking, the app displays the driver's name and vehicle number plate. In addition, the vehicle's journey and the estimated time of arrival are displayed in real-time in the app. The trip is paid in cash upon entering the vehicle. For the continuous improvement of the offer, feedback can be given in the app directly after the trip.

About door2door

door2door is Germany's leading mobility startup. It provides cities and public transport companies with a technology platform, enabling them to run their own on-demand shuttle services as part of their public transport network. It employs 100 people from over 30 countries in Berlin, Germany and Porto Alegre, Brazil. door2door's strength to innovate the mobility industry has been recognized by Germany's Chancellor Dr Angela Merkel, leading to a regular exchange and advisory on mobility and digital transformation topics. door2door is one of the latest members to join 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>

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

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