

World premiere: Duisburg to become first city to introduce door to door public transport

On September 29, 2017, door2door unveils its integrated ridesharing service on German roads as a part of local public transport.

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The German city of Duisburg's transport operator DVG significantly expands its public transport services and makes them fit for the future with demand-driven and shared mobility. Berlin-based start-up door2door, leading developer of innovative software solutions in the realm of urban mobility, provides the technical foundation to DVG's new *myBUS* service with its integrated mobility platform. For the very first time a private technology company is teaming up with a public transport operator to provide on-demand solutions in highly regulated mobility markets, such as Germany. Embedding digital rideshare services intermodally into existing public transport allows to effectively offer mass transit and sustainably reduce traffic.

"Our approach empowers local authorities and transport operators to run their own integrated mobility platforms. Based on this, they can introduce their own, innovative offers such as ridesharing, integrate them inter-modally in the already existing local public transport system and offer a variety of mobility services from the same source. DVG plays a pioneering role here," explains Dr. Tom Kirschbaum, Founder and Managing Director of Berlin-based tech venture door2door. "door2door's aim is to help municipalities and transport operators seize the opportunities of digitisation. In close cooperation we want to strengthen local public transport. In Europe's regulated markets, partnerships with public enterprises, such as ours with DVG, are crucial."

Shuttle busses ordered via app and deployed by DVG are going to complement the regular operation schedule of Duisburg's public transportation system, which will continue undiminished. The vans, running without a fixed timetable, circulate based on real-time-demand by citizens. Passengers share collective rides from their individual locations to their desired destinations. In the future, this service will go into action in other

European cities as well as in rural areas in order to enrich less developed infrastructure and public transport.

The paramount aim of this visionary project is to generate positive impact on cities, such as reduced car traffic and emissions as well as more green areas and housing space. Public transport in many cities has not yet been enough to convince people to relinquish their cars; the pilot project in Duisburg aims to prove that rideshare as an integral part of local public transport can sustainably optimise city life. In addition, commuters can enjoy a more comfortable and flexible service.

“This project shows the potential that lies in Duisburg’s public mobility. By introducing *myBUS*, Duisburg is playing a pioneering role in the field of innovative mobility”, says Duisburg’s Lord Mayor Sören Link.

The basis of this promising project is door2door’s integrated mobility platform, with which municipalities and transport companies are able to independently introduce innovative mobility offers and incorporate them into existing traffic infrastructures. “DVG is proud to expand its passenger transport offer with *myBUS*, a truly future-oriented tool, and to play a pioneering role alongside door2door when it comes to demand-driven mobility. It allows us to better respond to the needs and wishes of our passengers”, says Birgit Adler, DVG Project Coordinator.

The technology behind the mobile app bundles passengers on similar itineraries in real time to bring them seamlessly from door to door. Passengers choose start and destination points and receive in advance precise information on costs and duration of the ride.

Qualified drivers employed by local stakeholders ensure an excellent service. An algorithm calculates the best itineraries and most efficient deployment of the environment friendly vans. The main tool for this function is door2door’s Insights, which helps to interpret mobility patterns. It easily identifies under- and over-supplied areas and eases on-demand rideshare service inefficiencies. In the long run, the on-demand mobility platform is meant to gradually replace passenger cars in order to considerably reduce traffic jams and emissions.

Duisburg has become the first major city nation- and worldwide to run an autonomous mobility platform. During the test phase, lasting until 2019, door2door and the DVG aim to

show the world that local public transport is able to compete against private cars when it comes to comfort and flexibility.

“Local public transport of the future will be flexible, individual and will bring citizens with just one click from door to door”, says Maxim Nohroudi, Founder and Managing Director of tech start-up door2door.

About door2door

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door2door is a multi-award-winning technology company, founded in 2012 by Dr. Tom Kirschbaum and Maxim Nohroudi. The company enables cities and public transport companies to run their own mobility services with door2door’s integrated mobility platform. With offices in Berlin, Germany and Porto Alegre, Brazil, door2door has more than 100 employees, and their power of innovation and contribution to the mobility industry has been acknowledge by being appointed as a “New Champion 2017’ by the World Economic Forum and a recent visit of Germany’s Chancellor Dr. Angela Merkel.

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

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

About Duisburg’s transport operator - Duisburger Verkehrsgesellschaft AG (DVG):

In view of its unique geographical position between the rivers Rhine and Ruhr, Duisburg is a real hub. DVG makes sure that Duisburg’s local public transport runs smoothly. More than 63 million passengers per year make use of the 176 buses and 64 trains, which amounts to 170,000 people per day. With three tram lines, one city railway and 32 bus lines, DVG connects more than 700 stops in Duisburg.

www.dvg-duisburg.de

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

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

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