

ioki awarded with German Mobility Award 2019

„Deutschland – Land der Ideen“ and the Federal Ministry of Transport and Digital Infrastructure award innovations for more participation and quality of life

(Berlin, August 6, 2019) ioki – Deutsche Bahn's subsidiary for intelligent demand responsive mobility – and Verkehrsbetriebe Hamburg-Holstein GmbH (VHH) win the German Mobility Award 2019 for their shared project ioki Hamburg. The on-demand shuttle is tightly integrated into local public transport without fixed timetables or lines. The innovative offer shows how mobility solutions can help to create more equal living conditions in Germany.

"Access to an efficient and at the same time comfortable mobility is the prerequisite for equal participation in society. In Lurup and Osdorf, we have been successfully solving the first-and-last-mile problem in public transport for more than a year now, making it easier for people to access inner-city mobility," says Michael Barillère-Scholz, CEO of ioki GmbH.

Connection via app: ioki Hamburg

ioki Hamburg is an individual shuttle service that can be booked via app and takes passengers to their destination on flexible routes. This service is particularly attractive because it is integrated into local public transport and can easily be used with a local public transport ticket. Together with ioki, VHH brings the service to the Hamburg districts of Lurup and Osdorf. There the connection to the public transport is not sufficient yet. The project keeps local people mobile without owning a car and in an environmentally friendly way, makes use of the opportunities offered by digitisation and strengthens local public transport.

The offer is operated by electric cars with six seats and a barrier-free access. An algorithm is used to automatically bundle passengers with similar routes into ridepools and transport them together. Thanks to sophisticated data analysis (mobility analytics), ioki has already determined in advance where there is an actual need for this service and how many vehicles are necessary to cover it.

The initiators: „Deutschland – Land der Ideen“ and BMVI

The overall theme of this year's competition was: "Intelligently on the move: moving people – connecting living spaces". Across Germany, around 270 start-ups, companies, associations and research institutions competed with their projects for the innovation award. A jury of experts selected the ten award-winning projects. The award ceremony will take place in November in the presence of the Federal Minister of Transport and Digital Infrastructure, Andreas Scheuer. With the German Mobility Award, the initiative "Deutschland – Land der Ideen" and the Federal Ministry of Transport and Digital Infrastructure (BMVI) are making intelligent mobility solutions and digital innovations publicly visible.

In addition to ioki Hamburg, another Deutsche Bahn project was awarded – the DB Medibus, a bus converted into a mobile practice for general medicine and thus an innovative way of improving access to medical infrastructure. This is DB's response to the challenges posed by an ageing society and a lack of junior doctors.



"We want to supplement our core business by rail in such a way that as many people as possible have quick and easy access to important supply services and to local as well as long-distance public transport. Especially in less well-connected regions. In doing so, we always keep an eye on innovative approaches for special needs. I am very pleased that DB Medibus and ioki Hamburg have now been awarded the German Mobility Award and congratulate our committed colleagues who have put all their heart and soul into the success of the projects," says Berthold Huber, DB Board Member for Passenger Transport.