

Let's join forces – ioki and DB Regio Bus

(Frankfurt, September 10, 2019) DB Regio Bus, the market leader in local public transport in Germany, and ioki, Deutsche Bahn's subsidiary for innovative mobility solutions, are now working even more closely together. From now on, the two DB divisions will join forces to shape new mobility and to enable even more people to benefit from demand-driven mobility through interconnected transport services without owning a car. The aim of the cooperation is to jointly identify new fields of digitisation and demand-responsive transport for Deutsche Bahn and thus to expand the DB portfolio with additional, innovative services. As a mobility as a service provider, ioki offers the smart platform, DB Regio Bus acts as the operator that ultimately carries out the transport services on the road

Guido Verhoefen, Head of Marketing and Business Development at DB Regio Bus, and Benjamin Pfeifer, Head of Sales & Business Development at ioki, sweetened the afternoon for their colleagues in Frankfurt's Stephensonstraße to kick off the cooperation: With an ice cream van from the Mayence-based ice cream manufacturer N'Eis they made ice cream lovers' hearts beat faster – whether a classic with "nougat crisp", a bit more daring with "creamy caramel fleur de sel" or with a regional taste in the form of "Äppelwoi" [traditional Frankfurt cider], there truly was something for everyone and the activity a complete success.

"I am delighted that ioki and DB Regio Bus will cooperate more closely in the future and that we will be able to benefit from our synergies even more effectively," says Guido Verhoefen, Head of Marketing and Business Development at DB Regio Bus. "We are convinced that our partnership offers completely new opportunities to bring more mobility on the roads with less traffic. In addition, we were able to give our colleagues a little goody – what else do we want?" adds Benjamin Pfeifer, Head of Sales & Business Development at ioki.