

Commuters to benefit from new shuttle service in the Stormarn region

Environmentally friendly shuttle service powered by ioki and Verkehrsbetriebe Hamburg-Holstein GmbH (VHH) strengthens public transport in the Stormarn region • Mobility analysis by ioki shows: on-demand offer improves commuter's everyday mobility • Region Brunsbek/Lütjensee/Trittau will be better connected within the scope of a funding project • Fleet of four electric vehicles to start in December

(Stormarn, November 18, 2020) The environmentally friendly on-demand service run by the DB subsidiary ioki and the Verkehrsbetriebe Hamburg-Holstein GmbH (VHH) has already established itself in Hamburg as a solid mobility component. From mid-December onwards, passengers in the Stormarn district will be able to book the electric shuttles flexibly via the "ioki Hamburg" app or by telephone for the first time. ioki has performed a mobility analysis to determine exactly where the shuttles will be used. In addition to environmental aspects, commuter flows and mobility behaviour in the communities were evaluated.

The data-based analysis of around 600,000 routes in the region shows: As few as four vehicles in the Stormarn district can create great added value for everyday mobility. The highest potential for the demand-oriented offer lies in the districts of Brunsbek, Großensee, Lütjensee, Trittau, Rausdorf and the village of Granderheide. The shuttles will not only link these places more strongly together, but also connect them more closely to the Hamburg metropolitan region. ioki's mobility analysis also took into account the commuter stops Trittau-Vorburg, Stapelfeld, Neuschönningstedt-Haidkrug, Willinghusen-Kehre and Großlohe in the traffic planning, in order to close the first and last mile gap in this specific area. For the on-demand service, barrier-free electric vehicles with six seats each are used.

"We are delighted to have the opportunity to test two on-demand projects in the Stormarn district with the Reallabor Hamburg. This is an important step in a hopefully future-proof concept to further improve the networking of mobility services between rural and urban areas," says District Administrator Dr. Henning Görtz.

"Thanks to the improved connection of the Brunsbek/Lütjensee/Trittau region to the city of Hamburg, the new on-demand service will especially benefit commuters. Based on our mobility analysis, we have developed a transport offer that takes into account the needs of local passengers," explains Dr. Michael Barillère-Scholz, Managing Director of ioki.



The new service, which is being launched in cooperation with Verkehrsbetriebe Hamburg-Holstein GmbH (VHH) and Süderelbe AG, will initially operate for a limited period of time until the end of 2021. The shuttle service will be integrated into the HVV tariff and will include a comfort surcharge of one euro per trip.

From December 13, 2020 on, the electrically operated shuttles will not only start in the Brunsbek/Lütjensee/Trittau region in the Stormarn district, but also in Ahrensburg and Winsen/Luhe. These three test regions are being funded by the Federal Ministry of Transport and Digital Infrastructure (BMVI) as part of the "RealLabHH" project. The goal is to test on-demand services in the Hamburg area that are designed to strengthen public transport.

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About the RealLabHH

In the Reallabor Hamburg (RealLabHH), the mobility of tomorrow is to be tested in the here and now of a megacity and, on this basis, a blueprint for the digital mobility of the future is to be created. The social debate on digital mobility services will be at the center of the project, providing valuable insights into which approaches will prove successful in practice. The eleven sub-projects planned by RealLabHH range from a mobility budget instead of a company car, to the creation of a provider-independent mobility platform, to solutions for particularly vulnerable road users.

Under the consortium leadership of Hamburger Hochbahn AG (HOCHBAHN), the continuous and extensive involvement of the citizens is planned. The results of the RealLabHH will be presented at the ITS World Congress 2021. Supported by the Federal Ministry of Transport and Digital Infrastructure (BMVI), the City of Hamburg is hosting the world's largest congress for intelligent transport systems and services (ITS), which will take place from October 11th to 15th, 2021. The RealLabHH project originates from the initiative of the National Platform Future of Mobility (NPM), runs until the end of 2021 and is funded by the BMVI with around 20.5 million euros.

About ioki

ioki develops smart mobility solutions for the future. Whether for transport companies, local authorities or businesses, whether in rural areas or in the city: as an expert for mobility analyses, the Deutsche Bahn subsidiary identifies needs and provides data-based advice for the planning of new services. With the help of its intelligent platform, the DB business unit, as a technology partner, also enables flexible on-demand mobility that is integrated into public transport, thus strengthening public transport in the long term. ioki supports its customers from A to Z: from identifying meaningful areas of use to the development of a user-friendly app to the actual implementation on the road.



In this way, mobility becomes accessible for everyone, anytime and anywhere – sustainable, accessible and demand-responsive.

In Hamburg, ioki has been offering an on-demand service in cooperation with Verkehrsbetriebe Hamburg-Holstein GmbH (VHH) since July 2018, taking passengers in the districts of Osdorf, Lurup and Billbrook to their destination without a fixed timetable or route. The service is deeply integrated into the local public transport tariff system and is a useful addition to the existing public transport.

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