

New operating areas: "ioki Hamburg" launches in the Stormarn district

Expansion of "ioki Hamburg" by two service areas • The region of Brunsbek/Lütjensee/Trittau and the town of Ahrensburg will be better connected as part of a funding project • Fleet with nine electric vehicles on the road

(Ahrensburg, December 15th, 2020) The environmentally friendly on-demand service offered by DB subsidiary ioki and the Verkehrsbetriebe Hamburg-Holstein GmbH (VHH) has already established itself as a permanent mobility component in Hamburg. Today, the "ioki Hamburg" e-shuttles are also being launched in the Brunsbek/Lütjensee/Trittau region and in the city of Ahrensburg as part of the RealLabHH project.

The individual shuttle service can be booked via the ioki Hamburg app and takes passengers to their destination on flexible routes. This service is particularly attractive because it is integrated into the public transport system and can be used simply with an HVV ticket plus one euro surcharge per trip and person.

Demand-driven, environmentally friendly service

"With the expansion of ioki Hamburg's service area, we are jointly continuing the success story of the on-demand service. We are pleased that in the future, especially the citizens of Hamburg's surrounding areas will benefit from the demand-oriented and environmentally friendly service. In this way, we are strengthening public transport and creating a genuine alternative to private motorized transport," says Dr. Michael Barillère-Scholz, Managing Director of ioki.

The new service operates with zero-emission electric cars from the British manufacturer LEVC. The vehicles have six seats and are also barrier-free: wheelchair users can get in using a ramp. Baby carriages can also be transported comfortably.

Closing the last mile

In order to make the service expansion as demand-oriented and efficient as possible, ioki conducted a comprehensive mobility analysis in advance to determine where there was a need for this service around the Stormarn district and how many vehicles would be needed to meet it. As of today, four ioki Hamburg Shuttles will link the communities of Brunsbek, Großensee, Lütjensee, Trittau, Rausdorf and the districts of Granderheide,



Stellau and Stemwarde, thereby providing a closer connection to the Hamburg metropolitan region. The mobility analysis by ioki also considered the commuter stops Trittau-Vorburg, Stapelfeld, Neuschönningstedt-Haidkrug, Wil-linghusen-Kehre and Großlohe in the traffic planning in order to close the first and last mile without gaps, especially here.

"We are pleased to have the opportunity to test two on-demand projects in the Stormarn district within the Reallabor Hamburg. This is an important step towards a concept that is fit for the future in order to continuously improve the networking of mobility services between rural and urban areas," says District Administrator Dr. Henning Görtz.

Complement to the existing local transport

Five vehicles will be used in the town of Ahrensburg. Here, the new service will primarily provide access to outlying areas such as Hagen or Wulfsdorf, but also the entire city area will be covered better by the addition to the existing local transport system.

"The on-demand shuttle service ioki Hamburg is a comprehensive and precisely targeted addition to the city's existing public transport service. In Ahrensburg, 14 additional stops have been created. This means that 90 percent of residents can then reach a stop within 250 meters," says Ahrensburg Mayor Michael Sarach.

Ahrensburg and the Stormarn district, together with Winsen, have been designated as a trial region for the "Reallabor Hamburg" initiative sponsored by the German Federal Ministry of Transport and Digital Infrastructure (BMVI) to test the on-demand services of DB subsidiary ioki in rural areas. In the Brunsbek region, the service is being rolled out jointly with the district of Stormarn and Süderelbe AG. In Ahrensburg, the city of Ahrensburg is a project partner. In both test regions, VHH is responsible for operating the vehicles.

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About RealLabHH

In Hamburg's real digital mobility lab ("Reallabor Hamburg" or "RelLabHH"), the mobility of tomorrow is to be tested in the here and now of a metropolis and, based on this, a blueprint for the digital mobility of the future is to be created. The social debate on digital mobility services will be at the centre of the project, in order to provide important insights into which approaches will prove themselves in practice. The planned eleven sub-projects of the RealLabHH range from a mobility budget instead of a company car



to the creation of a provider-independent mobility platform and solutions for particularly vulnerable road users.

Under the consortium leadership of Hamburger Hochbahn AG (HOCHBAHN), the continuous and comprehensive involvement of 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 Free and Hanseatic City of Hamburg is hosting the world's largest congress for intelligent transport systems and services (ITS), which will take place from 11 to 15 October 2021. The RealLabHH project is an 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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