

Mobility from a single source: ioki and Mobimeo team up for the first time to upgrade the multi-modal app KVV.mobil

KVV.mobil app will be operated on Mobimeo's Mobility-as-a-Service platform from the beginning of May 2021 • Networking of public transport, the on-demand service MyShuttle and sharing offers • ioki enables deep integration of on-demand service in MaaS platform for the first time via API

(Karlsruhe, 3 May 2021) The existing KVV.mobil app of the transport association Karlsruher Verkehrsverbund (KVV) will run on Mobimeo's Mobility-as-a-Service (MaaS) platform following a relaunch at the start of May 2021. With the KVV.mobil app, KVV offers its passengers a complete range of mobility options across its network area from a single source. The app enables sustainable mobility in Karlsruhe by linking public transport, the on-demand ridesharing service MyShuttle and sharing offers from TIER, Voi and Nextbike to bring users to their destination quickly and easily – without needing their own car.

The MaaS platform developed by Mobimeo provides intuitive access to all available mobility options, from searching to booking and payment. With the application programming interface (API) it has developed, ioki now enables the direct booking and handling of on-demand journeys to be deeply integrated in a MaaS app for the first time. The implementation of this technical solution marks the first cooperation on a joint project between these two Deutsche Bahn subsidiaries. Users of the KVV.mobil app can now also use it to book MyShuttle vehicles. Nevertheless, the previously released ioki kvv.easy app will still be available to customers.

Heike Löffler, Chief Commercial Officer (CCO) of Mobimeo: "The update to the KVV.mobil app is a truly special occasion for us for two reasons: When we acquired the B2B/B2G business of moovel last autumn, we got the opportunity to convince KVV of the capabilities of Mobimeo's MaaS platform. And the fact that the integration of MyShuttle has given us the chance to work together with our colleagues from ioki within one app is testament to the strength of our integrated offering."

Dr. Michael Barillère-Scholz, CEO of ioki: "By offering to upgrade apps with this API, we are opening up our ioki platform to all transport providers with deeply integrated mobility-as-a-service solutions. We can now also display our on-demand bookings within comprehensive mobility-as-a-service apps, thus offering even greater value to users. We are delighted to deploy this interface for the first time with our DB sister company Mobimeo as part of our joint project with KVV."



Besides the deep integration of the electric on-demand ridesharing service MyShuttle, users benefit from additional sharing options. The KVV.mobil app also offers simple and contactless purchasing of public transport tickets, based on the selected route or directly in the ticket shop.

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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.

About Mobimeo:

Mobimeo GmbH (Mobimeo) develops a Mobility-as-a-Service platform (MaaS) for the mobility of tomorrow. As a partner of transport companies, transport associations and other mobility providers, Mobimeo connects existing public transport systems, sharing and on-demand options. For mobility providers, Mobimeo offers high-performance technical products: apps built on Mobimeo's platform impress with their elegant design, their intuitive route search, booking and payment functions and continuous journey progress information. They offer users multimodal, personalised and event-driven suggestions to find the best possible route to their destination. The result is a relaxed and enjoyable travel experience for millions of public transport users - without dependence on private cars.

The company was founded by Deutsche Bahn AG in 2018. In 2020 Mobimeo acquired a part of moovel Group GmbH (moovel) that develops mobility platforms for municipalities and transport associations (B2B/B2G software solutions). Mobimeo has thus become one of Europe's largest platform developers for Mobility-as-a-Service applications (MaaS). Together with the existing shareholders of moovel - BMW Group and Daimler Mobility AG - Deutsche Bahn is combining resources to develop regional MaaS platforms at Mobimeo.



Press contact:

Mobimeo: media@mobimeo.com

ioki: press@ioki.com