

Germany's largest on-demand service with innovative booking app launches

Closing the gap between public and private transport • Cross-project booking app with intelligent algorithm • All-electric fleet

(Taunusstein, July 30th, 2021) Double strike in Taunusstein: On Monday, August 2nd, not only the on-demand shuttle EMIL, short for "elektrisch mobil", will be launched in the hessian commune, but also the new RMV on-demand app. The residents of Taunusstein will then be able to travel flexibly throughout the entire city area. Instead of following a fixed timetable, EMIL can simply be booked via the app - and be on site within a short time after ordering.

Germany's largest on-demand project

The launch of the app developed by Deutsche Bahn (DB) subsidiary ioki is another milestone for the entire on-demand offer of RMV: EMIL is the first on-demand shuttle that can be booked via this specially developed on-demand app of the RMV. "Good mobility is a location factor and quality of life - especially outside the major metropolitan areas. The on-demand project in Gronau and Epe makes mobility better, safer and cleaner. Converting the city bus service to a digital and completely demand-driven mobility service is a consistent and courageous step that the state is very happy to support. "G-Mobil" is a great project for successful, dynamic and future-oriented public transport in Gronau," said Hendrik Wüst, Transport Minister of Nordrhein-Westfalen.

The app makes the decisive difference to classic call-a-bus systems: Anyone who wants to travel with EMIL simply and conveniently enters their journey request into the new on-demand app. The app bundles the passenger requests and determines the optimal route based on the bookings. This saves valuable time and closes the gap between conventional public transport services and private transport. Additional partners and areas will gradually be integrated into the app. Together with RMV, the ten partners form the largest on-demand network in Germany. Up to 1.8 million people in the regions can benefit from the network.

Strong partners, strong offer

EMIL's partners are the local transport company Rheingau-Taunus-Verkehrsgesellschaft and the city of Taunusstein. Both share the costs for the running operation. The operator is GHT Mobility, which is active throughout Germany in the field of electric on-demand



transport under the CleverShuttle brand. The booking and dispatching system is provided by the DB subsidiary ioki. With ioki, Deutsche Bahn has already realized about 65 on-demand transports in Germany and abroad in the past three years, about 40 percent of which are climate-friendly and powered by electricity or hydrogen.

This outstanding project is made possible by funding from the state of Hesse and the Federal Ministry of Transport. The Federal Ministry of Transport and Digital Infrastructure (BMVI) is funding the project with 27 million euros as part of the funding guideline "Digitalization of municipal transport systems". In accordance with the funding period, the project is scheduled to run until the end of 2024. However, it is intended to continue the project beyond this period if there is sufficient demand and funding.

Electrically on the move

Within Taunusstein, EMIL is available Monday to Thursday from 05:30 to 22:30, Friday from 05:30 to 00:30, Saturday from 07:30 to 00:30 and Sunday from 08:30 to 22:30.

Passengers with a ticket valid in Taunusstein, such as a student ticket or a monthly ticket, only pay a comfort surcharge of €1.50 and an additional €0.15 per kilometre. Those who do not have a ticket valid in Taunusstein still pay a basic fare of €1.50. The journey with EMIL from the central bus station (ZOB) in Taunusstein to Wingsbach, for example, costs €3.45, depending on the exact destination. Those with an RMV season ticket even pay only about €1.95.

From August 2nd, Nissan minibuses will be used, and from mid-August, electrically powered Mercedes eVito Tourer PRO minibuses. Initially, three vehicles are on the road, one of which has been converted to be barrier-free. Two more vehicles will be available in autumn. If there is sufficient demand, there is an option for a sixth vehicle.

Quotes

Andreas Scheuer, Federal Minister of Transport and Digital Infrastructure:

On-demand shuttles are the perfect complement to public transport. They make it even more efficient and practical - in the city and in the countryside. In the Frankfurt/Rhine-Main region, we are now promoting such an innovative concept for climate-friendly mobility and more flexibility. We are making 27 million euros available for this. I am pleased that the offer is now starting in Taunusstein. For the people there, this means: ordering a climate-friendly shuttle in the app, travelling comfortably and arriving relaxed.

Tarek Al-Wazir, Hessian Minister for Economic Affairs, Energy, Transport and Housing:

On-demand services are intended to create more mobility with less traffic. We are bringing public transport to the area and linking it with the existing efficient bus and rail



lines. That is why the State of Hesse is supporting this on-demand project, which is outstanding in Germany and Europe, as well as traditional bus and rail services, with around one billion euros per year - to make the transport revolution a reality.

Prof. Knut Ringat, Managing Director of Rhein-Main-Verkehrsverbund:

There is no larger on-demand network in Germany than in the RMV area. Regardless of whether the passenger boards an on-demand shuttle in Darmstadt, Limburg or Hanau - the same fare system applies, and all 150 on-demand shuttles will be bookable via the RMV app in the future as a uniform platform. It is awesome that Taunusstein is one of the pioneers of on-demand mobility!

Günter F. Döring, Head of Transport of the Rheingau-Taunus District and member of the RMV Supervisory Board

In the Rheingau-Taunus district we have a very efficient network of bus and rail lines. With on-demand mobility, there is now a flexible component with minibus connections to open areas for which the passenger demand does not fit with classic bus lines. We can be proud to have Germany's, if not Europe's, largest on-demand network in the RMV area and, as the Rheingau-Taunus district, to be among the vanguards.

Thomas Brunke, Managing Director Rheingau-Taunus-Verkehrsgesellschaft

We want to encourage even more people to switch to bus and rail. What better way to do that than with a convenient service like EMIL and the short journey times it offers? EMIL not only makes people mobile within Taunusstein but is also an attractive feeder to the existing bus routes, which remain in place as usual. EMIL is not only a great addition to the public transport system, but also strengthens it overall. Since the electricity for EMIL comes from renewable sources, it is even 100 per cent emission-free.

Sandro Zehner, Mayor of Taunusstein:

As the largest city in the Rheingau-Taunus district with a total of ten districts, some of which are several kilometers apart, the on-demand service is an essential part of a modern mobility offer in Taunusstein. E-bikes, local public transport, rail connections - we need intermodal but attractive propositions that are suitable for everyday use to reduce car traffic. The comprehensive journey times, the use of intelligent algorithms and the integration into public transport can make EMIL a future-oriented alternative in Taunusstein.



Dr. Michael Barillère-Scholz, Managing Director of ioki:

New, data-based mobility plays a decisive role for the mobility turnaround and climate protection in Germany. With the shuttles, which can be booked flexibly and conveniently via app, we also inspire people who have not yet travelled by public transport. Thanks to the intelligent algorithm, EMIL is based entirely on the individual wishes of the passengers - they decide where, when and where to!

About the on-demand network

The "On-Demand Frankfurt Rhein Main" project is Germany's first ever on-demand project, spanning several cities and districts and ten partners. Around 1.8 million people live in the shuttle's catchment area. The goal of the project partners: to make public mobility even more flexible and convenient. The on-demand shuttles do not follow a fixed timetable but can simply be booked when they are needed. If several passengers want to travel in the same direction, the intelligent algorithm bundles their travel requests as in a carpool. In this way, more mobility is achieved with less traffic. Rhein-Main-Verkehrsverbund is coordinating the project. Local partners are the local public transport organisations and transport companies of the municipalities Frankfurt (traffiQ), Offenbach District (KVG Offenbach), Hofheim (MTV), Kelsterbach (LNVG GG), the City of Limburg, Darmstadt-Dieburg District (DADINA), Taunusstein (RTV), Hanau (HSB), Darmstadt (HEAG mobilo) and Wiesbaden (ESWE Verkehr).