

ioki Hamburg nominated for German Transport Turnaround Award

Allianz pro Schiene praises "successful solution approach for the last mile" • research proves successful concept • service strengthens public transport on the outskirts of Hamburg

(Frankfurt/Hamburg, 22nd December 2021) The demand responsive shuttle service ioki Hamburg has been nominated for the German Transport Transformation Award of the Allianz pro Schiene ("Pro Rail Alliance"). According to the jury, the project represents "modern, sustainable mobility with on-demand shuttles on the outskirts of the city. The modal shift from car to public transport is a successful solution approach for the last mile on the outskirts of the city."

ioki Hamburg is a public transport service without a fixed timetable or routes that is fully integrated into Hamburg's public transport system by Hamburg Public Transport Association (HVV). Verkehrsbetriebe Hamburg-Holstein GmbH (VHH), together with ioki, a subsidiary of Deutsche Bahn for intelligent on-demand mobility, has been putting the service on the road since 2018. Initially started in the Hamburg districts of Lurup and Osdorf, the ioki Hamburg services in Ahrensburg and the Brunsbek/Lütjensee/Trittau area were added in December 2020 as part of the regulatory sandbox project RealLab Hamburg and in cooperation with the city of Ahrensburg and the Stormarn district.

Accompanying scientific research

After a total of three years of operation of ioki Hamburg, the project partners can give a positive and successful summary. This was underpinned by the accompanying scientific research carried out by the Hamburg University of Technology with a total of three surveys. Almost 600,000 passengers and more than 2.6 million kilometres travelled demonstrate that services like ioki Hamburg can make an important contribution to a change in transport policy:

- 88 percent of ioki Hamburg users have an HVV season ticket
- Around a third make a conscious decision not to use their own car and opt for comfortable and more sustainable transport with the demand responsive transport service
- Around three quarters (72 percent) of journeys are used as the "first and last" mile and intermodal to and from public transport (such as suburban train, regional train, express bus)
- Half of all customers use the service daily

Award ceremony in spring

In addition to ioki Hamburg, Allianz Pro Schiene has nominated 14 other sustainable mobility projects for the German Transport Turnaround Award. An independent jury will select the five winning projects from the nominations. The German Transport Turnaround



Award is to be presented in spring 2022 and is part of the project "Transport Turnaround in Practice", which is funded by the German Federal Environment Agency and the German Federal Ministry for the Environment.

Please find more information about the German Transport Turnaround Award by Allianz pro Schiene here: <https://www.allianz-pro-schiene.de/themen/aktuell/kandidaten-fuer-deutschen-verkehrswendepreis/>

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About ioki

The DB subsidiary ioki is the leading platform provider for driver-based and autonomous on-demand solutions in Europe with about 70 on-demand transports and 65 mobility analyses in six European countries. Since 2017, companies, cities and municipalities have relied on ioki's expertise to optimise and digitalise transport according to their individual needs. As a technology partner, ioki develops systems that are fully integrated into the existing public transport system, detailed mobility analyses for a data-based and demand-oriented offer as well as user-friendly platforms. More than 115 employees from over 23 nations work from the headquarters in Frankfurt to connect people and help shape the future of public transport.

About ioki Hamburg

In Hamburg, VHH has been offering the on-demand service together with ioki since July 2018. Passengers in the districts of Osdorf, Lurup and Billbrook are taken to their destination without a fixed timetable or routes. In December 2020, ioki Hamburg services in Ahrensburg and the Brunsbek/Luetjensee/Trittau area were added in cooperation with the city of Ahrensburg and the Stormarn district. The service is deeply integrated into the local transport tariff and complements the existing public transport system in a meaningful way. ioki Hamburg is considered one of the pioneer projects for on-demand mobility in public transport throughout Germany and was awarded the German Mobility Prize in 2019, among other prizes.

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