

DRT-project ioki Hamburg wins German Mobility Transition Award

Pro Rail Alliance awards best practice examples • ioki Hamburg offers successful solution approach for the last mile • mobility transition and climate protection on the ground

(Frankfurt/Berlin/Hamburg, April 6th 2022) The on-demand-service "ioki Hamburg" wins the German Mobility Transition Award by transport association Allianz pro Schiene ("Pro Rail Alliance") and is one of five award winners that were honoured today in Berlin. The jury praises the project's vision of modern, sustainable mobility and its successful solution approach for the last mile. ioki Hamburg is a joint project by Verkehrsbetriebe Hamburg-Holstein (VHH) and ioki GmbH, a subsidiary of Deutsche Bahn.

Users book the service on demand and travel to their destination without a fixed timetable or route. The service is an integral part of the Hamburg public transport system (hvv). Verkehrsbetriebe Hamburg-Holstein (VHH) and ioki, a subsidiary of Deutsche Bahn, have been implementing the on-demand service since 2018. Today, the eye-catching London Cabs with the ioki Hamburg logo are on the road in a total of seven areas on the outskirts of Hamburg and in neighbouring districts.

"We are delighted about this award, because it shows us once again that we have taken the right path with ioki Hamburg - and that it is worthwhile to continue on this path courageously, with a lot of commitment and passion. We enable local people to have more mobility with less traffic and thus have a real opportunity to change mobility habits in the future," says Toralf Müller, Managing Director of VHH.

"Mobility transition and climate protection on the ground - that's exactly what ioki Hamburg is. Flexible on-demand shuttles connect even more people quickly and easily to the existing public transport system and offer an alternative to their own car that is suitable for everyday use," adds Dr Michael Barillère-Scholz, Managing Director of ioki.

ioki Hamburg as integral part of Hamburg's public transport

Around 600,000 passengers and more than 2.6 million kilometres travelled show that services like ioki Hamburg are making an important contribution to the transport revolution. Around 88 percent of ioki Hamburg users have a season ticket from the hvv. 72 percent of journeys are used for the "first and last" mile to the front door and as a feeder to public transport. One out of three passengers consciously decides in favour of comfortable and sustainable transport with the on-demand service and leaves their own car behind. This is confirmed by a scientific study conducted by the Technical University of Hamburg.



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German Mobility Transition Award 2022

In addition to ioki Hamburg, the German Pro Rail Alliance nominated 14 other sustainable mobility projects for the German Mobility Transition Award. An independent jury selected the five winning projects from the nominations. The award is part of the project "Mobility Transition in Practice", which is funded by the Federal Environment Agency and the Federal Ministry for the Environment.

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/Lütjensee/Trittau area were added in cooperation with the city of Ahrensburg and the Stormarn district.

The service is deeply integrated into the local public transport tariff and complements the existing public transport system. ioki Hamburg is considered one of the pioneering projects for on-demand mobility in public transport throughout Germany and was awarded the German Mobility Prize in 2019, among other prizes.

About ioki

The DB subsidiary ioki is one of the leading platform providers for driver-based and autonomous on-demand solutions in Europe, with 70 on-demand transport services and around 65 mobility analyses in seven countries. Since 2017, companies, cities and municipalities have relied on ioki's expertise to optimise and digitalise transport according to demand. 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-driven service, and user-friendly platforms. More than 120 employees from over 20 nations work together to connect people and help shape the future of public transport.

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