



DIGITAL PUBLIC TRANSPORT

## Climate-friendly mobility in the Allgäu: ioki delivers ride pooling software for "EMMI-MOBIL"

**Mobility concept on demand with new app from ioki • Public transport offer for the first and last mile at the holiday destination • EMMI-MOBIL is considered a beacon project for tourist, car-free mobility**

(Bad Hindelang/Frankfurt, 27th April 2023) ioki, one of the leading tech companies for digital local transport solutions, supplies the ride pooling and routing software for a new service in the Bad Hindelang/Allgäu. The service called EMMI-MOBIL is one of the pioneer projects for environmentally friendly and flexible mobility in popular holiday destinations. The community of Bad Hindelang is thus setting an important example for environmentally and climate-friendly travel in Germany and has received many awards, including the ARGE ALP Klimaschutzpreis 2022 or the 3<sup>rd</sup> place at the Deutscher Tourismuspreis 2022 for the service.

Using the ioki platform, passengers can easily book EMMI-MOBIL via app and individually determine their starting point and destination. EMMI-MOBIL's electrically powered minibuses take passengers to the next stop or directly to their destination without fixed timetables or routes. Thanks to the algorithm developed by ioki, ride requests can be efficiently bundled, and optimal routes selected. By means of so-called ride pooling, the combination of several ride requests, the minibuses only travel when they are really needed. In this way, passengers are mobile with EMMI-MOBIL - from their front door.

Locals and tourists use the service as a supplement to the existing public transport network, thus reducing the volume of traffic in the alpine tourist destination of Bad Hindelang. The services are free of charge for guest card users. EMMI-MOBIL is part of the integrated tourism strategy of Bad Hindelang as well as the sustainable living space concept "Unser Bad Hindelang 2030".

"We are particularly pleased that the innovative mobility solution has been so well received by our guests and citizens. In the first year of operation, over 18,000 passengers already used our EMMI-MOBIL, saving over 43,500 km of individualised passenger transport. Our passengers are enthusiastic about EMMI-MOBIL and rate the service 4.8 out of 5 points. We are even more pleased to be able to continue this success story together with our partners "Komm mit" Morent GmbH and ioki," says Maximilian Hillmeier, tourism director of Bad Hindelang and one of the co-initiators of the successful project.

Benjamin Pfeifer, Chief Commercial Officer at ioki, summarises the requirements of the users for sustainable mobility concepts: "More and more people want to be climate-friendly in their everyday life and on holiday. With EMMI-MOBIL, Bad Hindelang shows what environmentally friendly mobility can look like on holiday and at home." He



assumes that other holiday regions will follow Bad Hindelang's example: "Flexible and demand-oriented mobility offers are a mobility gain for guests and the population in rural regions, and especially in tourism regions - with our software we provide the necessary technology for this.

###

### **About ioki**

With over 100 demand-responsive transport services, ioki is one of the leading platform providers for digital on-demand solutions in Europe and market leader in the DACH region. Over 90 per cent of on-demand transport with ioki software complement public transport in suburban or rural regions. Companies, cities, and municipalities have relied on our expertise since 2017 to optimise and digitise transport according to demand. These include flagship projects such as ioki Hamburg (now hvv hop) and the Europe-wide largest project for on-demand transport in the Rhine-Main area. As a pioneer for autonomous ride pooling, ioki has been setting milestones for digital and autonomous mobility since its founding – from Germany's first autonomous shuttle bus to the planned world's largest autonomous fleet on demand in public transport. More than 140 employees from more than 20 nations develop equitable and modern mobility solutions for sustainable, attractive local transport from the heart of Europe.

### **PR Contact**

Xenia Heitmann

Senior Communications Manager

+49 152 321 071 44

[news@ioki.com](mailto:news@ioki.com)

[www.ioki.com](http://www.ioki.com)