



Arriva Click IT: Arriva Italia and ioki launch first on-demand service

ioki provides software for Italian public transport market • New service strengthens local transport in the areas of Piacenza and Soresina-Castelleone

(Frankfurt/Cremona, 3rd July 2023) Starting from June, Stradibus journeys can be booked through the new Arriva Click IT app. The app-based mobility service was developed by Arriva Italia, the local public transport operator, together with ioki, one of the leading platform providers for digital on-demand solutions in Europe.

Stradibus is Arriva Italia's flexible on-demand transport service active in two areas of the province of Cremona. In the Piacenza area the service is available on weekdays from Monday to Saturday from 6.30 a.m. to 7.30 p.m.; in the Soresina-Castelleone area it is available in winter on weekdays from Monday to Saturday from 6.30 a.m. to 12.00 p.m. and from 3.00 a.m. to 7.00 p.m. and in the summer period from Monday to Friday from 6.50 a.m. to 12.00 p.m. and from 3.00 a.m. to 7.00 p.m. and on Saturday from 6.50 a.m. to 12.00 p.m.

With the new application it is possible to book a ride at any time directly from your smartphone. Passengers just enter the starting point and destination on the map and the app will automatically calculate the optimal route and show when a Stradibus is available. Moreover, it is possible to cancel the reservation in just a few clicks via the app. The intelligent algorithm by ioki forms carpools between passengers with similar starting points and destinations. In this way, the vehicles are optimally utilised at all times and relieve local traffic.

Arriva Click IT is available in the App Store and on Google play. Different types of tickets, pre-paid tickets and season tickets are available, which can be purchased at authorised resellers or on board.

“We continue to invest to make the local public transport service ever closer to citizens. In particular, we are happy to make an on-call service like the Stradibus more accessible and 'smart', essential for offering our services even in less densely populated areas, while at the same time reducing empty trips to a minimum, with all the advantages terms of lower environmental impact” declares Angelo Costa, CEO of Arriva Italia.

“On-demand transport such as Arriva Click IT offers a simple and cost-effective alternative to a private car – and thus strengthens climate-friendly local transport. The cooperation between Arriva Italia and ioki for Arriva Click IT is a successful example of the integration of innovative and attractive mobility opportunities into the everyday lives of citizens,” says Dr Michael Barillère-Scholz, CEO and co-founder of ioki, Deutsche Bahn’s software company for digital public transport. With over 120 demand-responsive transport services, ioki is one of the leading platform providers for digital on-demand solutions in Europe.



Since 2020, Arriva UK, another Arriva company, cooperates with ioki as software provider for a successful on-demand-service in Watford/United Kingdom. Arriva's partnership with ioki builds on the transport group's experience in digitalised demand responsive transport (DRT), which it first launched with its UK Bus business in 2017. Arriva was the first national bus operator to launch a fully customer-led DRT service in the UK.

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ARRIVA Italia

The Arriva Group - with a total of 35,000 employees - carries out about 1.5 billion journeys every year in 9 European countries and in the United Kingdom thanks to a fleet of about 13,000 buses and more than 500 trains and trams, generating annual revenues of more than 4 billion euros and offering modal solutions on road and rail, mainly related to mobility services. In Italy, the Arriva Group is one of the leading operators in the Local Public Transport sector by road, with about 90 million kilometres travelled per year and 360 million euros in revenues managed, 3,500 employees and a fleet of more than 2,500 buses (holding company figures before subsidiaries). Arriva Italia operates directly as an operating company in Lombardy, Piedmont and Valle d'Aosta. It is instead present as a holding company, through subsidiaries, in Veneto, Friuli Venezia-Giulia and Como.

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.



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