



DIGITAL PUBLIC TRANSPORT

Málaga Metropolitan Region: Three more towns choose ioki for on-demand transport

New digital demand-responsive services in Pizarra and Cártama and Maqueda • About 300 passengers in the first five days of service • Bookable via the MUFMI app powered by ioki in four towns in the metropolitan region of Málaga

(Frankfurt/ Málaga, 20 June 2024) The number of flexible on-demand services in the Málaga metropolitan region is growing: After the successful launch of MUFMI in Alhaurín de la Torre four years ago, the towns of Pizarra as well as Cártama and Maqueda are including the on-demand concept in their local transport. To do this, they choose ioki, one of the leading providers of on-demand mobility in Europe. Thanks to the ioki Platform the people benefit from an individual and digital public transport service. A total of four flexible, demand-responsive vehicles are now available in the greater Málaga area.

In Pizarra, a minibus with 18 seats is used for the service. In the towns of Cártama and Maqueda a four-seater vehicle from a local taxi company will be available for the passengers - at the same price as public transport. In the first five days of operation in the new towns, the service was in use by around 300 people.

The successful service in Alhaurín de la Torre inspires others to get involved: "If something is successful, people like to adopt it. We are very pleased that other municipalities in the Málaga region are taking up the offer of demand-driven mobility. With the new services in Pizarra, Cártama and Maqueda, we are creating a great addition to the public transport system and helping to mobilise the region," says Benjamin Pfeifer, CCO and Managing Director at ioki.

More public transport services in the region

The new service areas are located just a few kilometres from Alhaurín de la Torre. This is where the first service using the ioki digital demand-responsive transport software was launched in Spain in 2020. Since its launch, the number of users has increased by 400 percent, despite the restrictions imposed by the Corona pandemic. More than 35,000 passengers have used the flexible service so far.

All on-demand services are a cooperation between MUFMI, the Transport Association of the Greater Málaga (Consortio de Transporte Metropolitano) and ioki.

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About ioki

ioki is the leading European technology company for digital mobility and a pioneer in autonomous driving in public transport. Since the company was founded in 2017, companies, cities and municipalities in 11 countries have relied on ioki's expertise. With more than 150 flexible on-demand services and over 5 million passengers, ioki is the market leader for on-demand mobility in the DACH region. These include lighthouse projects such as ioki Hamburg (now hvv hop) and Germany's first autonomously driving bus.

The company offers innovative platform solutions for area and scheduled services, data-based traffic planning and digital navigation applications for scheduled operations. With its software-as-a-service and consulting services, ioki enables digitally-supported solutions for a sustainable mobility transition. 190 employees from over 20 nations are working from Frankfurt on the vision of digital local transport.

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