



DIGITAL PUBLIC TRANSPORT

## A new era in Milan begins: Wayla and ioki launch flexible night shuttle service

**First digital night service on demand in Milan • Start-up from Milan and German tech company work together • Start planned for autumn with five vehicles**

*(Frankfurt/Milan, 23<sup>rd</sup> of July 2024)* The Milan based start-up Wayla and ioki, the European market leader for on-demand mobility from Deutsche Bahn, are joining forces. They are bringing a new mobility service to Milan in autumn: the flexible shuttle service will be active between 7 p.m. and 3 a.m., offering a convenient and reliable transport option until late at night.

### **Flexible through the night**

At the start of the service, five vehicles, each with 14 seats, will circulate within the third ring of Milan's city center. Wayla will take over the operation of the new night shuttle service, provide the vehicles and employ the driving personnel. To ensure that everything runs smoothly, Wayla relies on the expertise of the DB company ioki, which provides booking and route planning. The minibuses will operate a door-to-door service without fixed stops and schedules. Instead, the algorithm developed by ioki automatically bundles passengers with similar routes into ridepools. This is how it works: Simply enter the desired departure time and destination and the Wayla app will show you the way to the pick-up point.

"Living in Milan and reading the local news over the past years, it's evident that there is a lack of transportation solutions available to citizens, especially in the evening hours. Wayla will finally offer a safe, economical, and sustainable alternative to residents and tourists, ensuring a quality service thanks to the direct management of vehicles and drivers and the unparalleled experience of our partner ioki," comments Alessandro Villa, COO of Wayla.

"Anyone who is out and about in Milan in the evening sometimes waits in vain for a taxi. We want to change that," explains Benjamin Pfeifer, Managing Director of the software-as-a-service company ioki about the planned launch in autumn. "Simply download the app, register and you're ready to go. We are sure that the people of Milan will be as enthusiastic about it as we are."

### **Working together for new mobility solutions**

The partnership between Wayla and ioki shows that new approaches are needed to meet the mobility needs of the urban population. By combining Wayla's local expertise with ioki's technological capabilities, the two companies aim to fundamentally optimise nighttime mobility in Milan and beyond.



## **Expanding mobility opportunities in Italy**

In Italy, transport companies such as Arriva and Cotral also rely on ioki's ridepooling software to complement local transport. In addition, there are companies that successfully use flexible technology for their employees, enabling them to easily travel between locations as needed. ioki has already put more than 150 on-demand services on the road throughout Europe.

## **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 the expertise of ioki. With more than 160 flexible on-demand services and over 5 million passengers, ioki is the market leader for demand-responsive mobility in the DACH region. These include flagship projects such as ioki Hamburg (now hvv hop) and Germany's first self-driving public bus.

The company offers innovative platform solutions for demand-responsive and regular public transport services, data-based transport planning and digital navigation applications for public buses. With its software-as-a-service and consulting services, ioki enables digital solutions for sustainable mobility. 190 employees from over 20 nations are working from Frankfurt on the vision of digital public transport. ioki GmbH is an independent subsidiary of Deutsche Bahn.

## **About Wayla**

Wayla is an Italian startup founded with the goal of launching the first shared urban transportation service in van-pooling mode.

Users will be able to request point-to-point rides via an app (developed in collaboration with ioki partners) and share the journey in whole or in part with other passengers, optimizing vehicle usage. The aim is to integrate into the mobility systems of large cities, contributing to an ecosystem that makes the use of private cars increasingly unnecessary.

The service will initially be launched in Milan, during evening and nighttime hours, and then expand to major Italian and European cities, offering residents and tourists an innovative way to move within the urban fabric.



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