

NABOGO

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NaboGO: Together with strong partners we create the best alternative to driving alone in cars

How:

- Close collaboration with traffic companies and municipalities
- Campaigns for behavioural change in partnership with local communities, companies and educational institutions
- Technical solution imitate public transportation with routes and predefined meeting places and hubs

The image features a dark background with a grid of horizontal lines, suggesting a road. Numerous transparent, wireframe-style car chassis are scattered across the scene, appearing to move. Each car is surrounded by concentric, semi-circular white lines that represent sensor waves or communication signals. In the center, a white rounded rectangle contains the text "2030 business as usual" in a bold, dark green font.

2030 business as usual



Together we create the attractive alternative

Our vision: Sustainable mobility in Scandinavia



Carpooling supports
public
transportation and
vice versa



Integrated NaboGO
platform



Cutting edge on
behavioral design



Better mobility in rural
areas, less congestion in
cities and significant
CO₂-reduction

The NaboGO concept

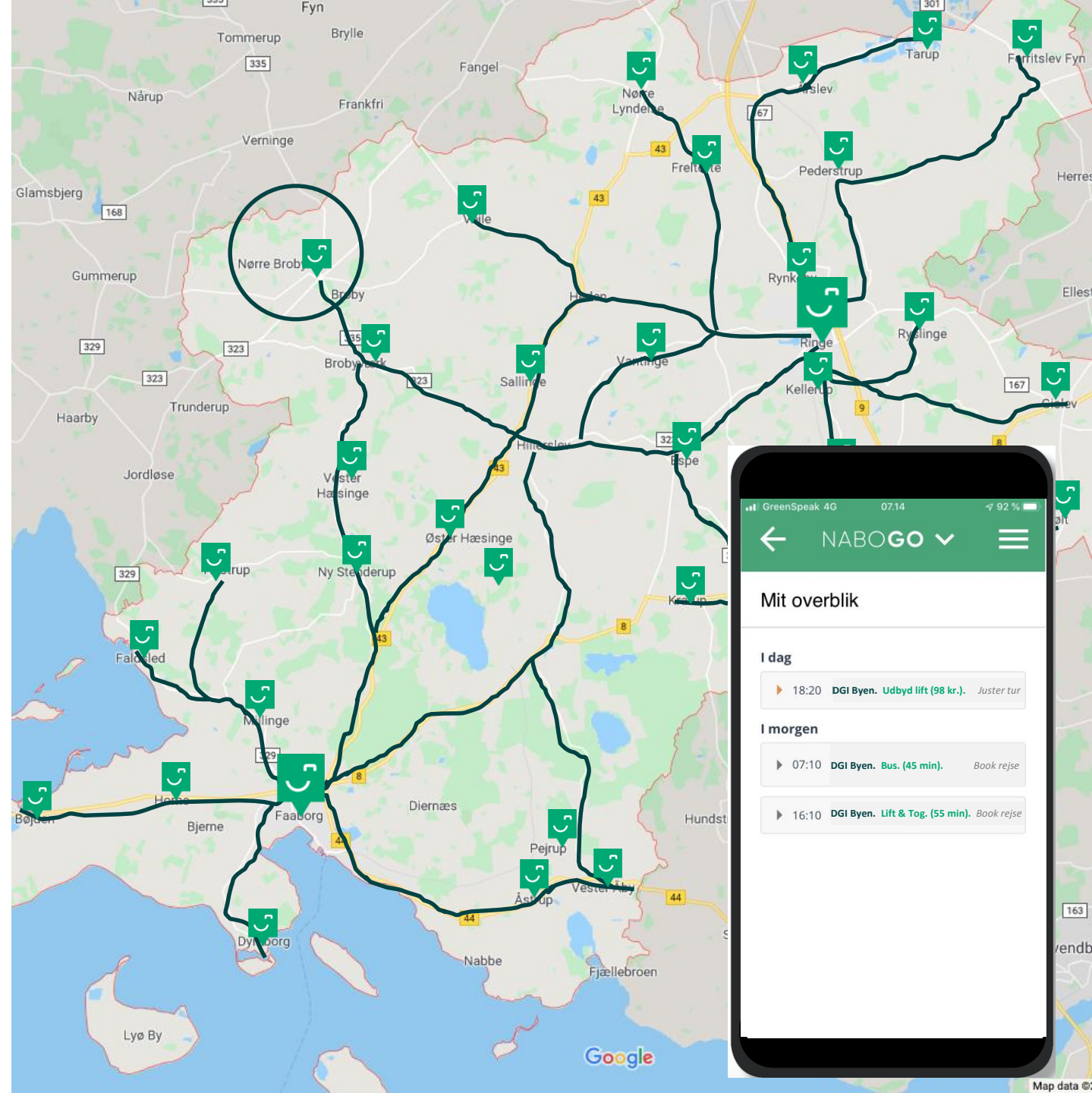
Carpooling as part of public transportation

Business model

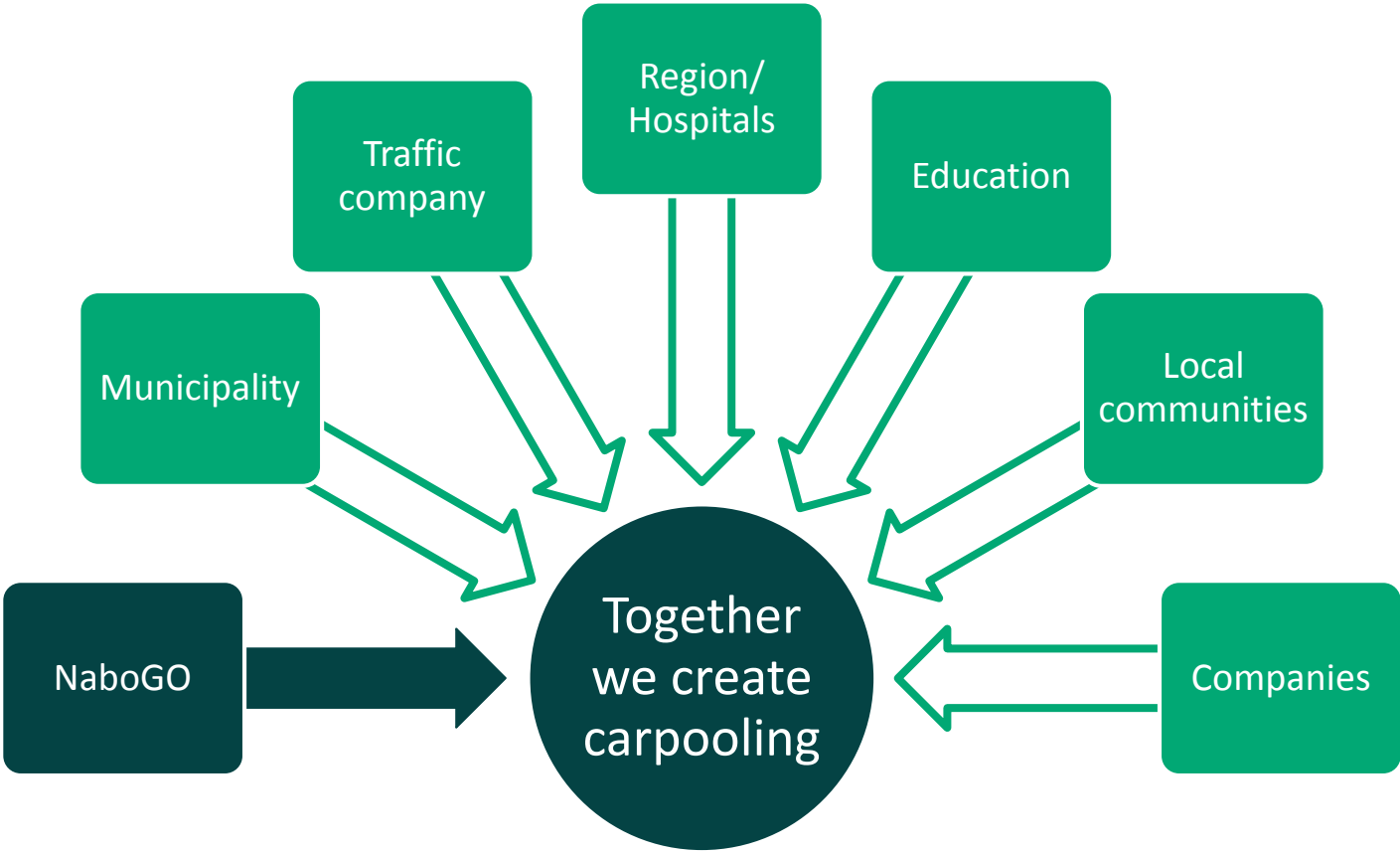
NaboGO sells mobility solutions to municipalities and traffic companies

Technical features

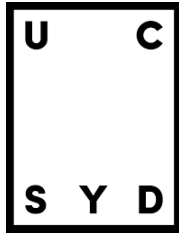
- Pre-defined meeting points
- Minimum of daily coordination
- Automatic price setting and integrated payment
- No user fee
- Public transportation is displayed
- Combination trips



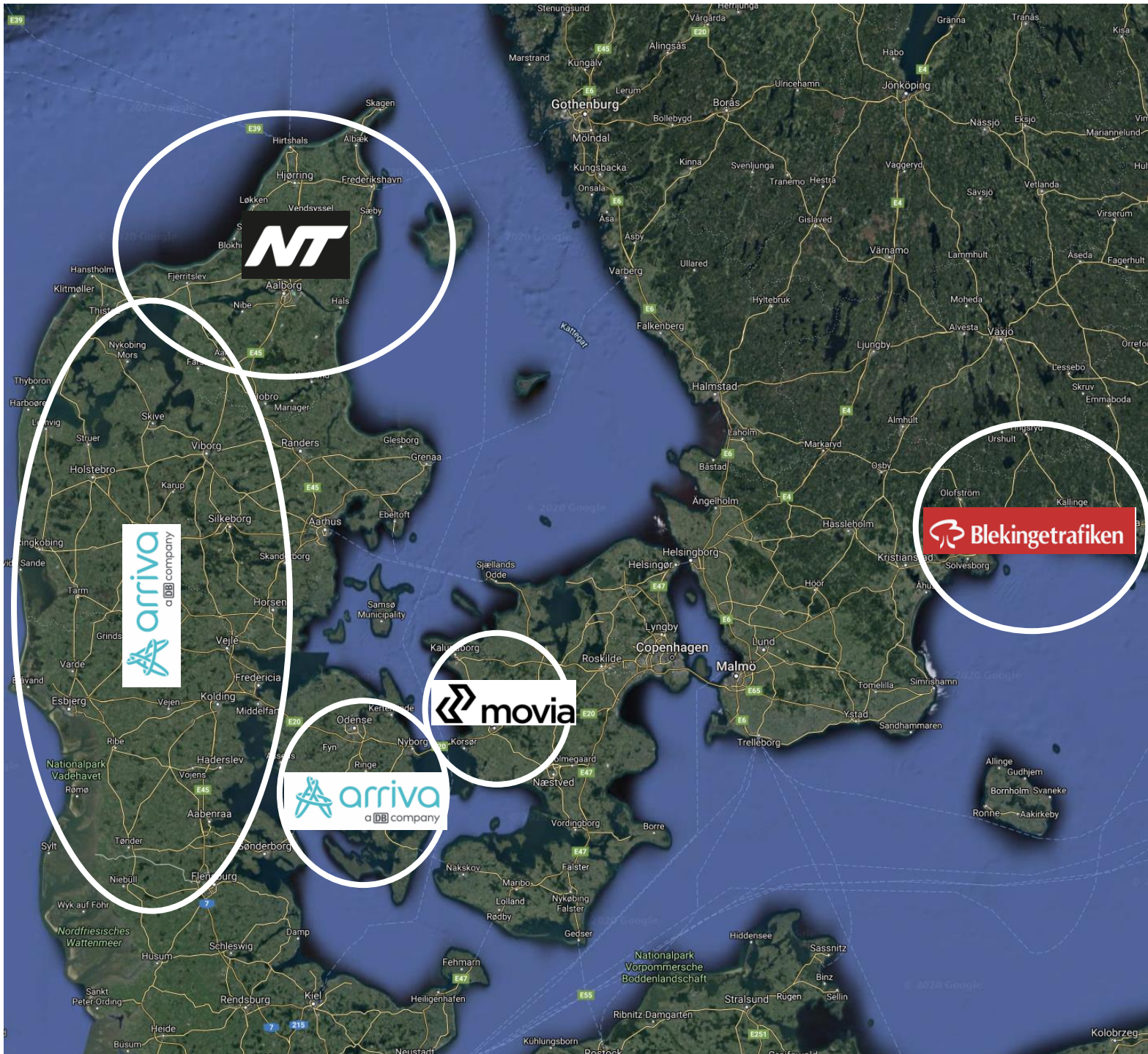
Partnerships are key



Examples of engaged organisations



NaboGO has entered partnerships with several traffic companies



The NaboGO mobility service

We make public transportation more relevant

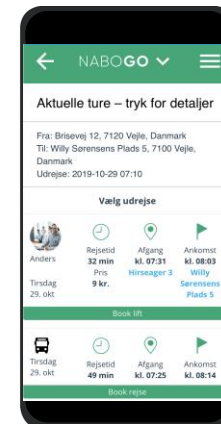
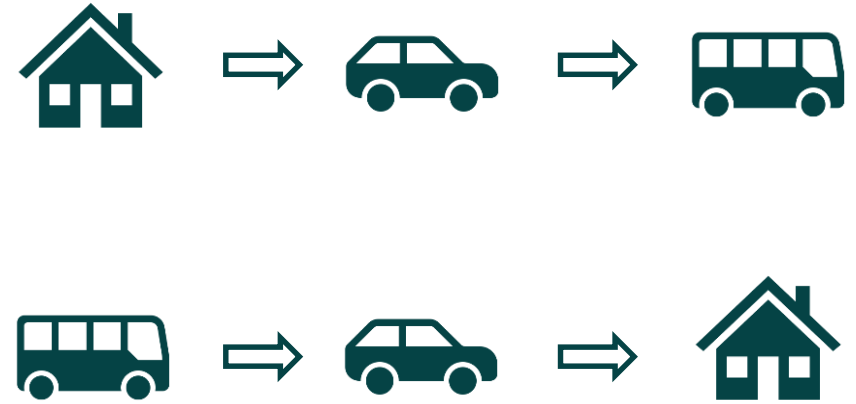
What?

First miles: We bring passengers to the strong bus/train connections.

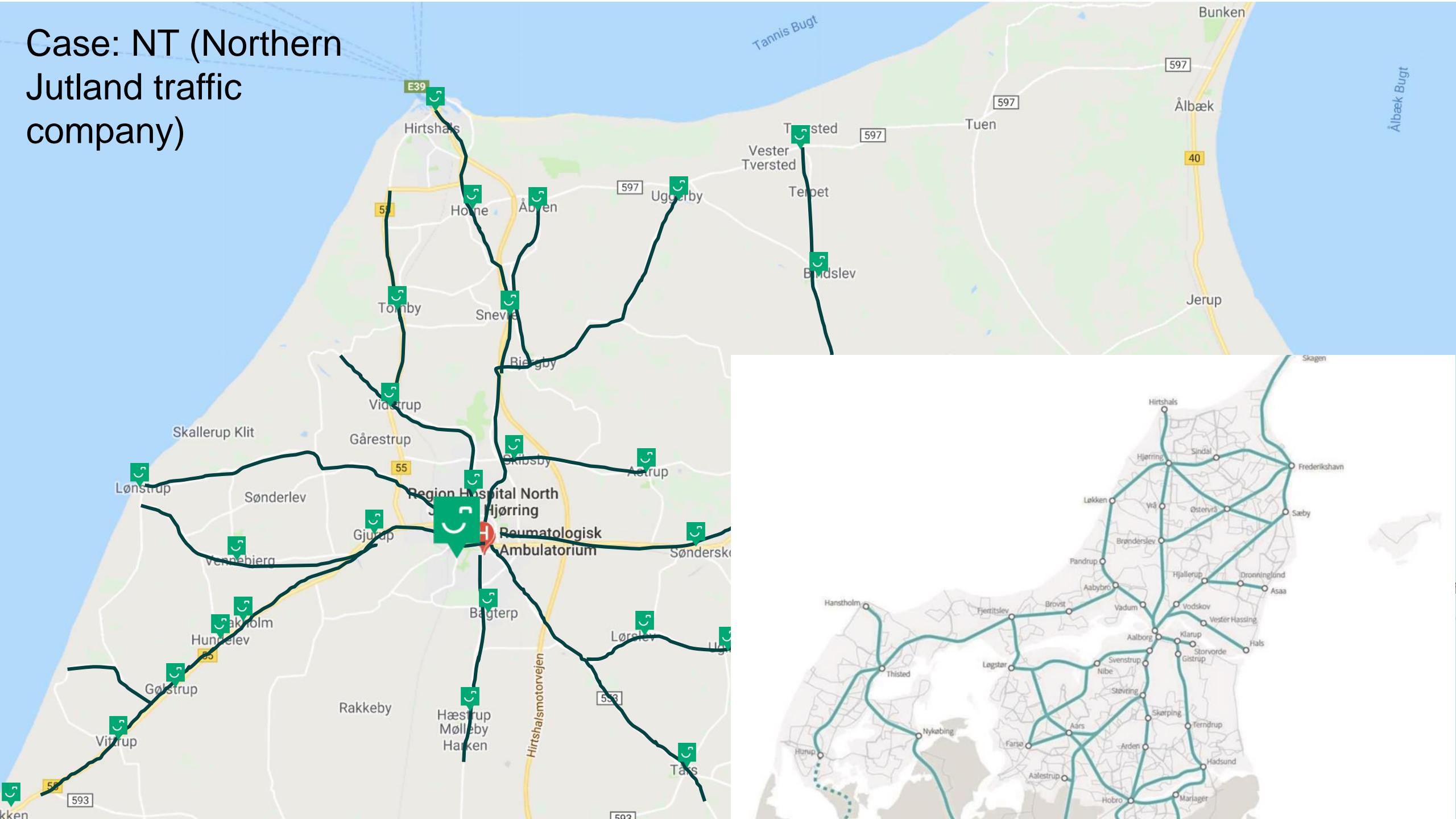
Last miles: We make more busses and trains relevant by offering a solution for the last miles challenge

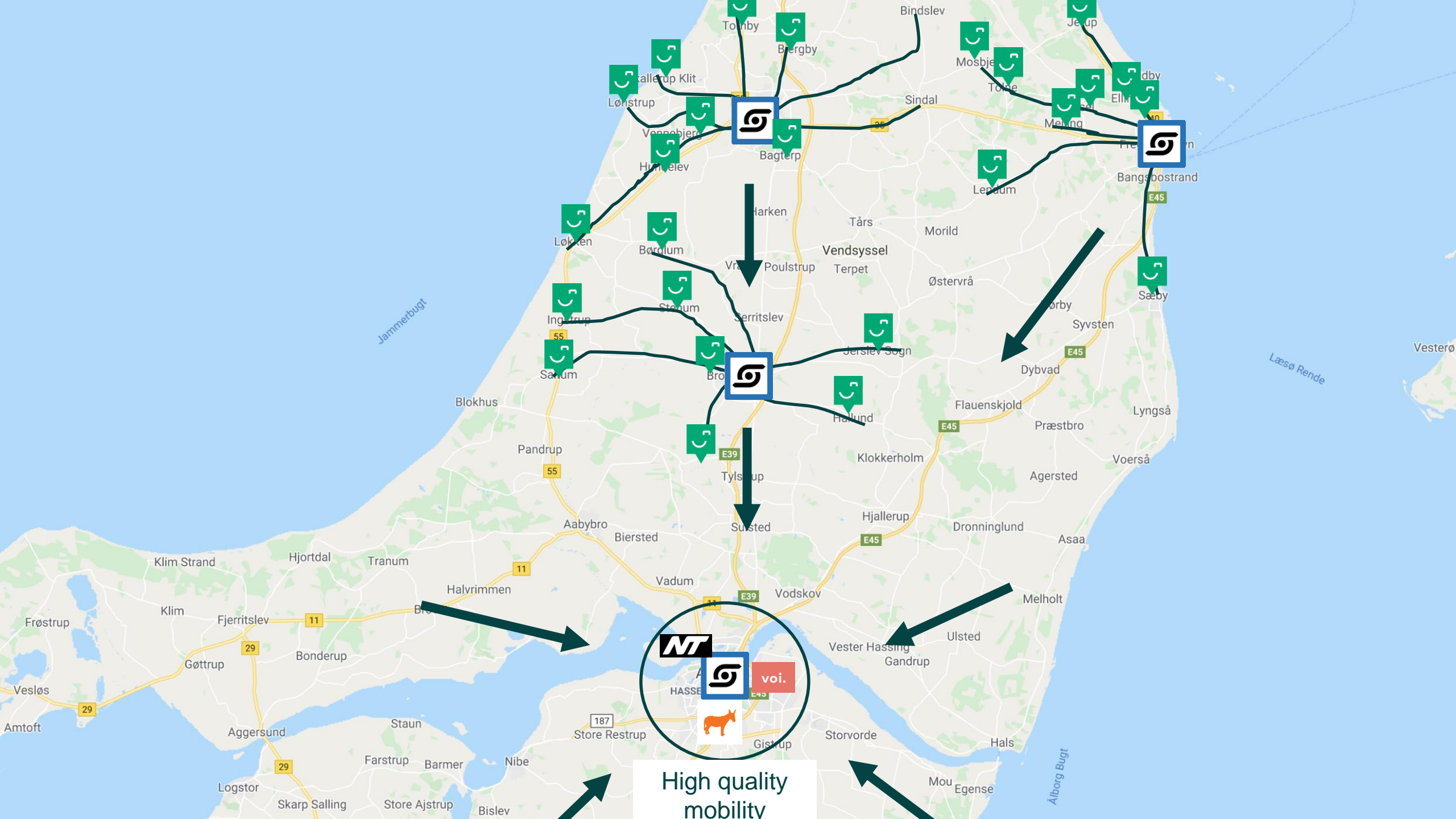
How?

- Integration with national travel planners
- We show public alternatives to a request for carpooling
- We also show the combination of trips
- We tailor meetings places for carpooling around public transit hubs



Case: NT (Northern Jutland traffic company)





High quality mobility

Focus and ambitions

- Full deployment in **Denmark**
- Full system integration with local travel planners and deployment in **Southern Sweden**
- Full system integration with local travel planners and deployment in **Southern Norway**
- Full disclosure of relevant data (within GDPR regulations) to optimize public transportation
- We build local organizations to drive and support deployment if needed

