



AUTONOMOUS
PUBLIC TRANSPORT
ON DEMAND

Ruter#



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MARCEL KROEZE – NOBINA TECHNOLOGY

**OUR
EXPERIENCE**

LARGEST PUBLIC TRANSPORT COMPANY IN THE NORDIC REGION



NORDIC MARKET: ~42 MRD SEK (~4.5 BN€)
NOBINA AB - NET SALES: 8.3 MRD SEK (~0.9 BN€)

>100 CONTRACTS
3673 BUSESSES

INDUSTRY LEADER IN TERMS OF PROFITABILITY (EBITDA 13%)
ACTIVE CONTRACT AND PORTFOLIO MANAGEMENT



► Press Releases - Nobina AB

Press contact

NOBINA ESTABLISHES INNOVATION COMPANY FOR SHARED MOBILITY

 2/22/2016

Nobina is establishing its own innovation company, Nobina Technology, to develop more and improved shared mobility services for the benefit of travellers using public transport. This reflects Nobina's ambition to increase mobility in society.

VISION:
YOUR ACCESS TO
SMART MOBILITY

WE USE TECHNOLOGY AND INNOVATION
TO, TOGETHER WITH PARTNERS, CREATE
OPTIMIZED AND PERSONALIZED

 SERVICES





SIMPLE
DOOR TO DOOR
SEAMLESS
SHARED
ENVIRONMENTAL
FRIENDLY



OUR

EXPERIENCE

PUBLIC TRANSPORT

- VEHICLE DEPLOYMENT
- MANAGEMENT SYSTEM
- SERVICE & OPERATIONS
- LARGEST PUBLIC TRANSPORT APP IN NORDICS

AUTONOMOUS / ON DEMAND TECHNOLOGY

- CLOSE COOPERATION'S WITH VEHICLE MANUFACTURERS BOTH TRADITIONAL AND "NEW" SUPPLIERS
- CLOSE COOPERATION WITH TECH COMPANIES
- EXPLORING / DEVELOPING MOBILITY AS A SERVICE
- TESTS IN APRIL, FIRST IN THE WORLD WITH 5G CONNECTION
- SETTING UP A FULL SCALE TEST-BED IN KISTA (STOCKHOLM) IN MIXED TRAFFIC. PLANNED TO START IN MARCH 2017



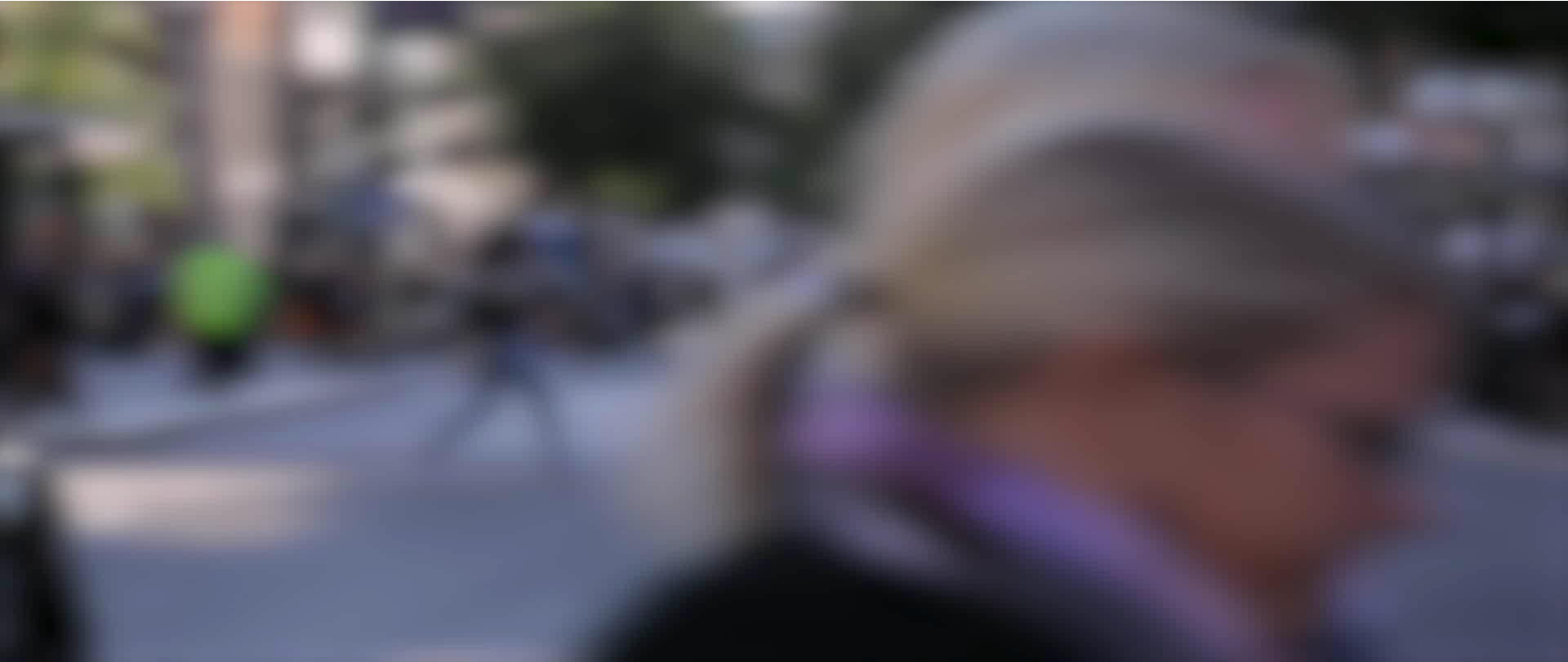
WHAT - IF...THE BUS CATCHES YOU INSTEAD...

SELF-DRIVING BUSESSES

KISTA MOBILITY
WEEK



A WORLD FIRST WITH CONNECTING
SELF-DRIVING VEHICLES TO
ERICSSON'S 5G NETWORK





MOST IMPORTANT ELEMENTS THAT NEED TO BE IN PLACE

OTHER ELEMENTS THAT NEED TO BE IN PLACE – OVER



REMOTE
TAKE-OVER



VALIDATION
MULTIMODAL
SEAMLESS



SECURE & SAFE ENVIRONMENT
CYBER SECURITY



DIGITAL HOST ('WATSON' /
'SIRI')
DATA BASED (FLEXIBLE
ROUTE)



MAAS BASED SERVICES
ON-CALL FUNCTIONALITIES



DATA / ANALYSIS

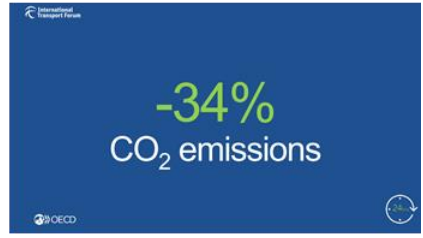
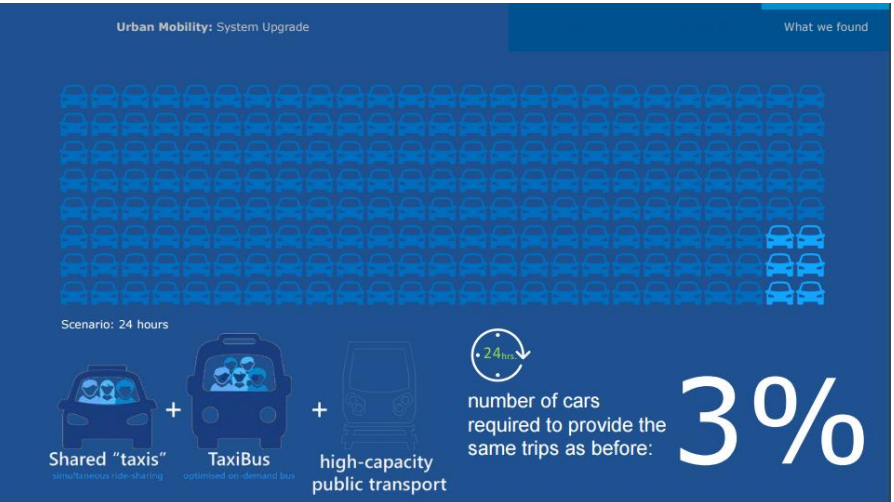
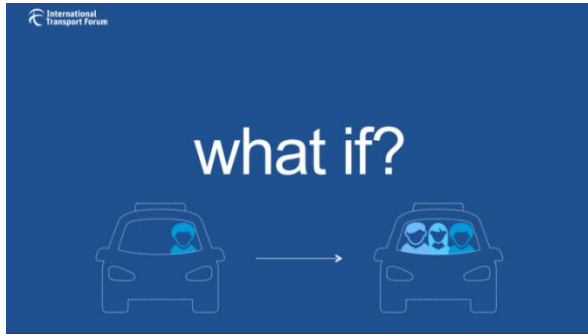
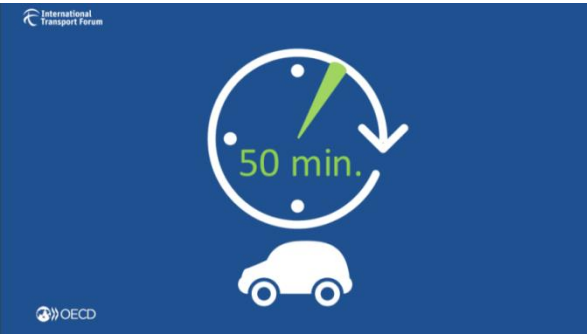
HOW SOON CAN WE HAVE SUCH A SERVICE READY FOR OPERATION?

DEPENDING ON:

- AVAILABILITY OF RELATED LEGISLATION + WILLINGNESS TO TEST
- THE COMPLEXITY OF THE AREA
- TYPE OF OPERATION / DESIRED SERVICE LEVEL
- NUMBER, TYPE AND AVAILABILITY OF VEHICLES
- THE WILLINGNESS TO JOINTLY INVEST

ANYWHERE BETWEEN 3 MONTHS – 3 YEARS

WHAT – EXPECTED EFFECTS?



WHAT SHOULD RUTER DO TO MAKE THIS AN APPEALING BUSINESS OPPORTUNITY FOR YOUR COMPANY?

- LOBBY
 - LEGISLATION
- JOINTLY DETERMINE AMBITIOUS AND REALISTIC GOALS AND SCOPE
 - TECHNICAL OPPORTUNITY VS. SOLUTION
 - TEST AREA(S)
- WILLINGNESS TO JOINTLY DEVELOP AND INVEST
 - PARTNERSHIPS
- FUTURE RFP'S: DEMAND INTEGRATED SOLUTIONS
 - STIMULATE DEVELOPMENT OVER TIME

FURTHER ADVICE



DEVELOPING AUTONOMOUS
PUBLIC TRANSPORT
ON DEMAND
ONLY
TOGETHER
WORKS!

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