



Ride sharing: Delivering efficient flexibility

Movia/Skånetrafiken/Kolumbus/Ruter Dialouge Conference
June 15th, 2020

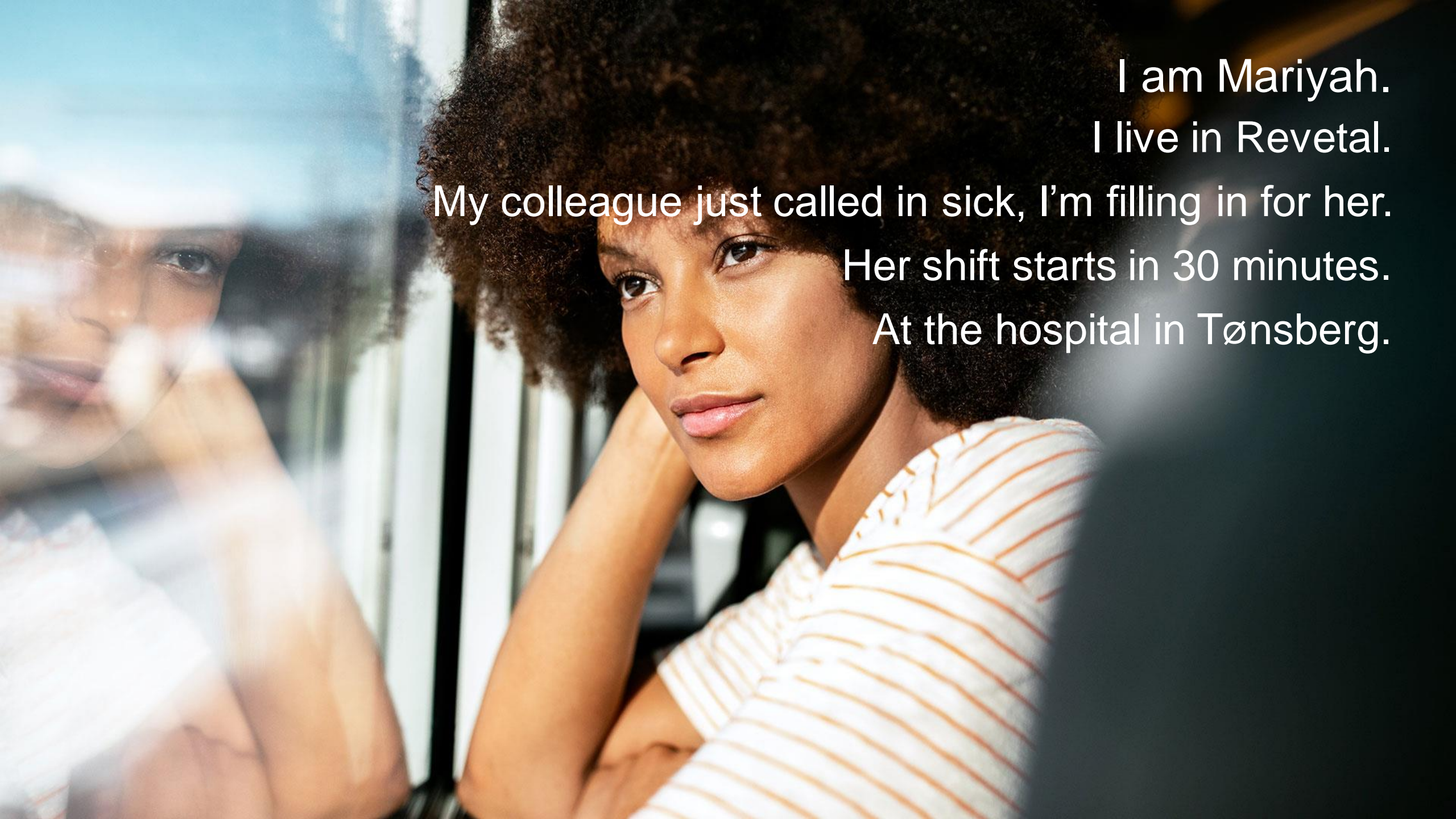
Magnar Totland, Head of Flexible Mobility, GoMobile
Kristian Kolind, Director Mobility Services, Vy

Welcome to Revetal, Norway.

It is Tuesday, 10:15 AM.

Line 121 is about to depart for Tønsberg.
The next bus leaves in 1 hour 25 minutes.





I am Mariyah.

I live in Revetal.

My colleague just called in sick, I'm filling in for her.

Her shift starts in 30 minutes.

At the hospital in Tønsberg.

How can we offer Mariyah flexibility in a cost efficient manner?

Mariyah.

Line 121.



A **sustainable** public transport system bridges **flexible** and **efficient**

Mariyah.

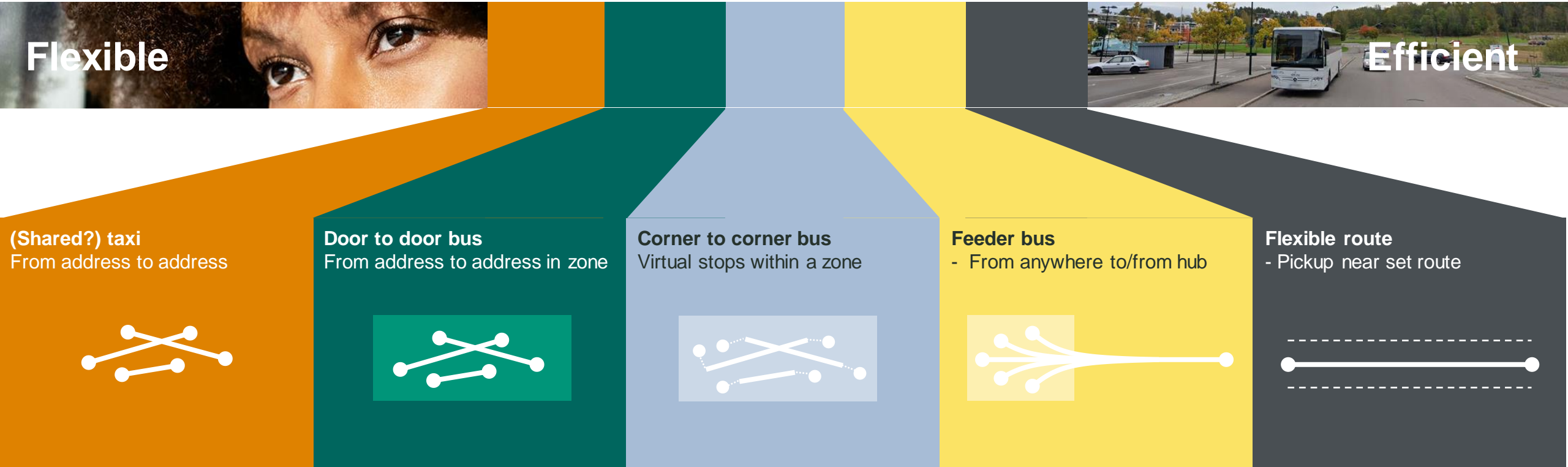
Line 121.



A broad range of **on demand solutions** are needed

Flexible

Efficient



Today, we power a number of different on demand services in Norway

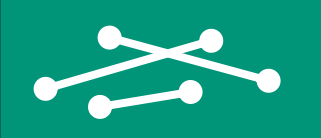
Flexible

Efficient

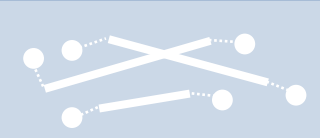
(Shared?) taxi
From address to address



Door to door bus
From address to address in zone



Corner to corner bus
Virtual stops within a zone



Feeder bus
- From anywhere to/from hub



Flexible route
- Pickup near set route



EXAMPLE: TAXI IN VY-APP



EXAMPLE: VKT REVETAL



EXAMPLE: SJUSJØBUSSEN

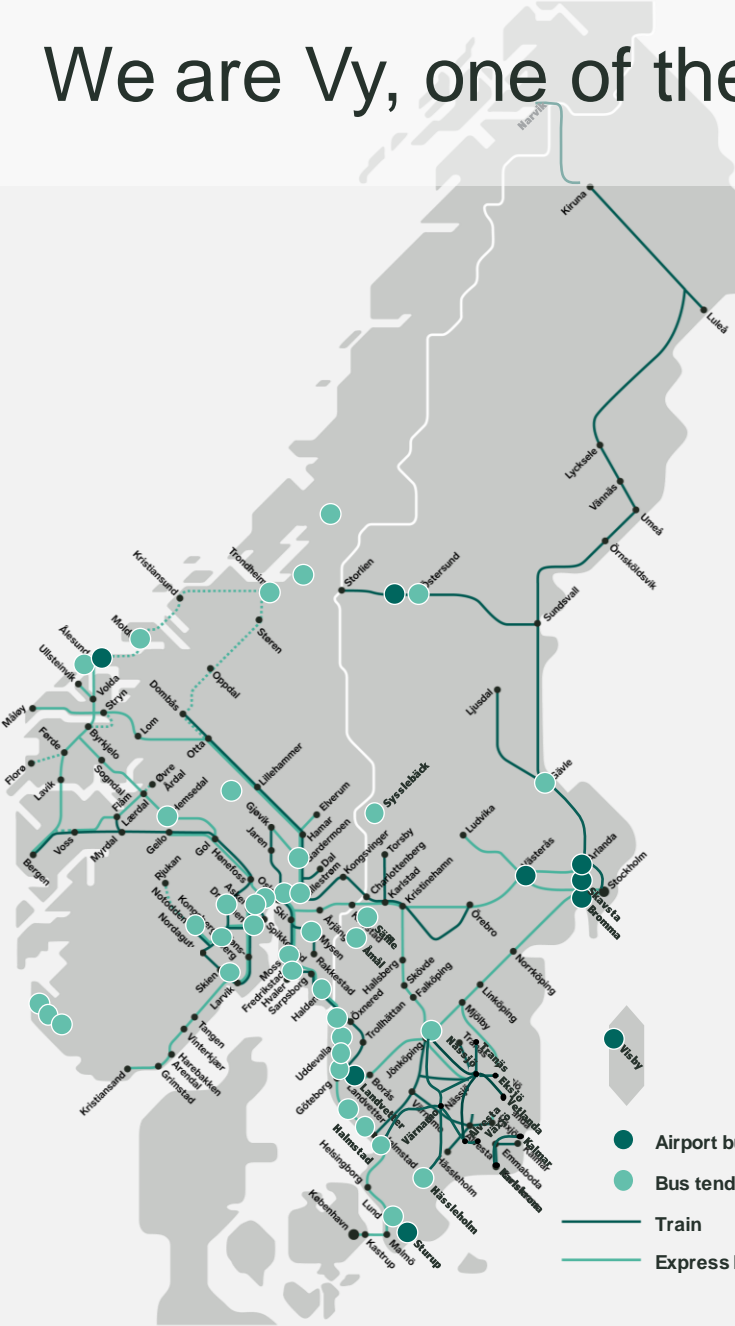


EXAMPLE: FLEXX, MØRE ROMSDAL



EXAMPLE: FLEXX, FINNMARK

We are Vy, one of the largest transport companies in the Nordics



Trains

Revenues: 9 536 MNOK
 Net profit: 777 MNOK
 3 216 FTE



Cargo

Revenues: 1 036 MNOK
 Net profit: 26 MNOK
 398 FTE



Buses

Revenues: 6 506 MNOK
 Net profit: 125 MNOK
 5 479 FTE

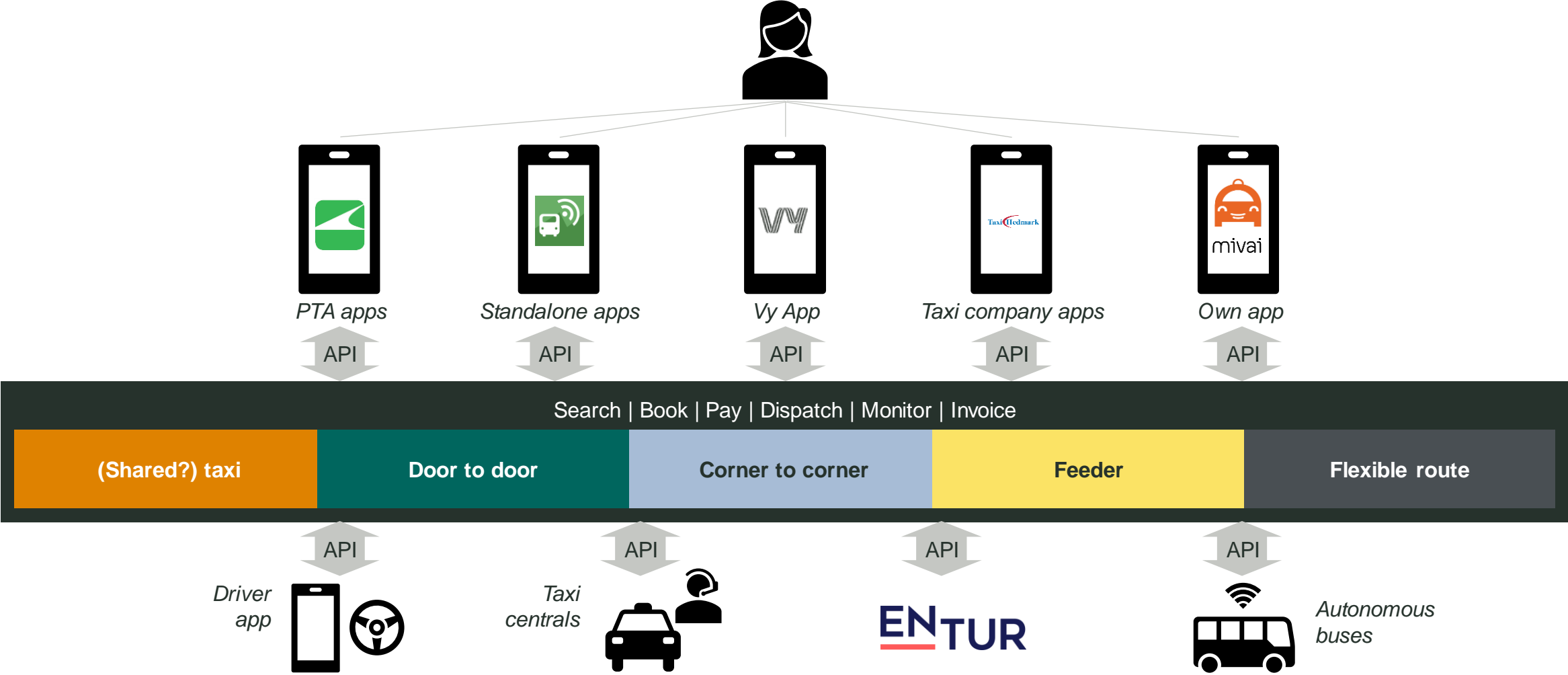


Mobility and tourism

Development of new mobility and tourism services, e.g. carsharing and autonomous buses.



GoMobile, an on demand tech company owned by Vy, offers a **flexible platform** that integrates and optimises multiple on-demand solutions



We serve both **PTAs**, **taxi companies** and others, and we have integrated most leading taximeter systems in the Nordics

Distribution agreements

PTAs

Taxi companies

Search | Book | Pay | Dispatch | Monitor | Invoice

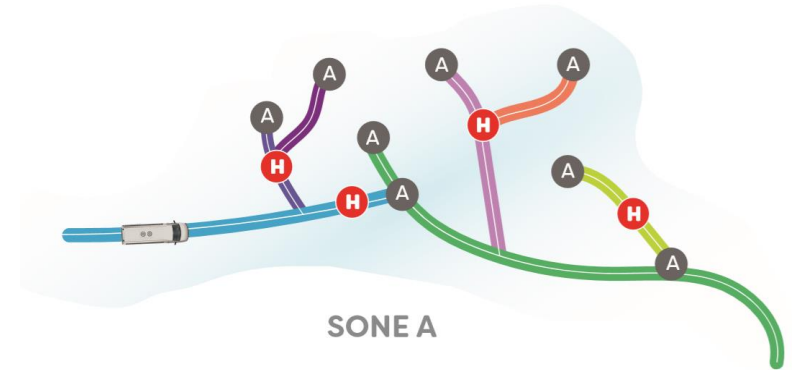
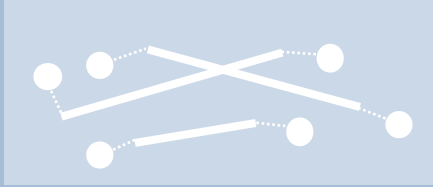
(Shared?) taxi	Door to door	Corner to corner	Feeder	Flexible route
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Technical integration

Taximeter systems

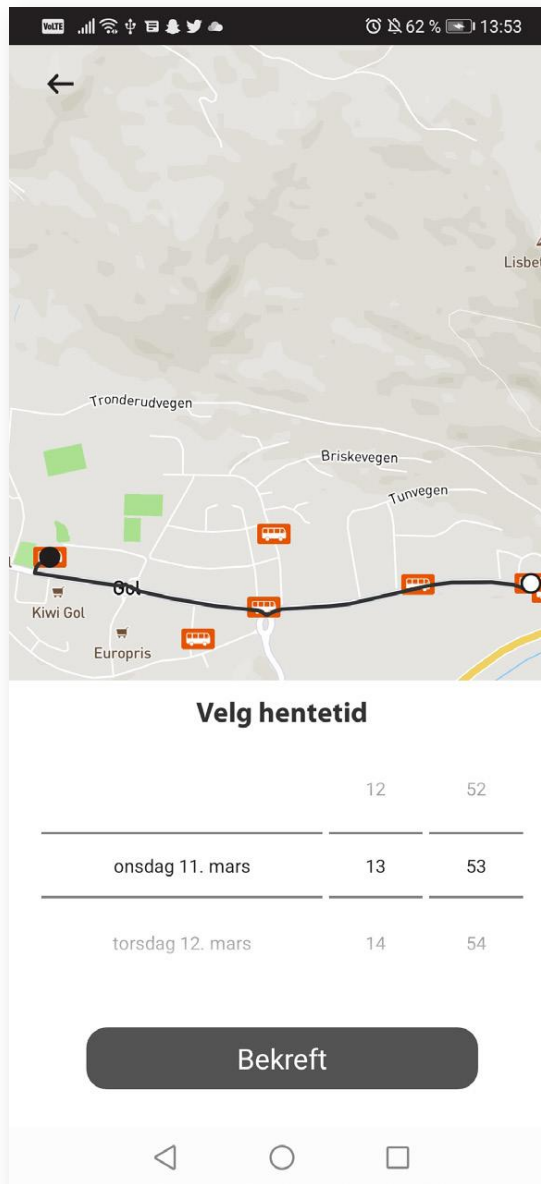
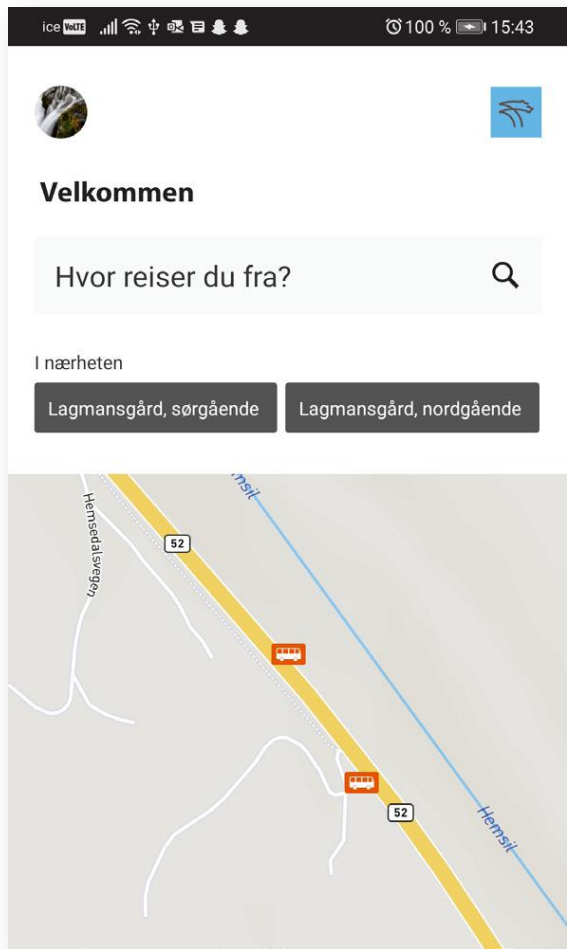
Case 1: Ski holiday in Sjusjøen or Gol – without your own car?

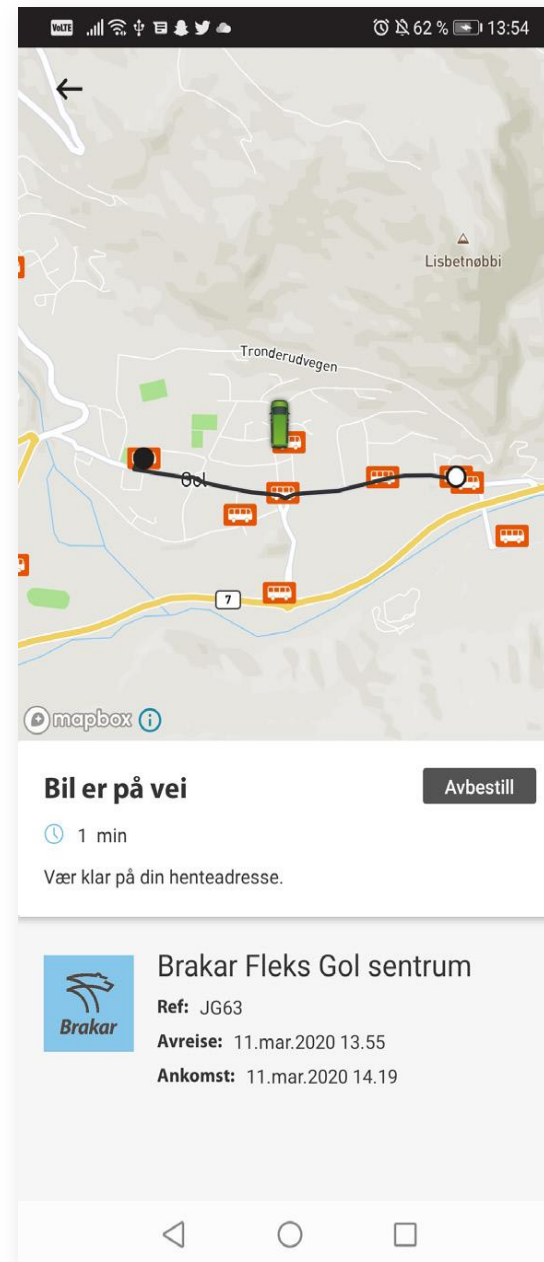
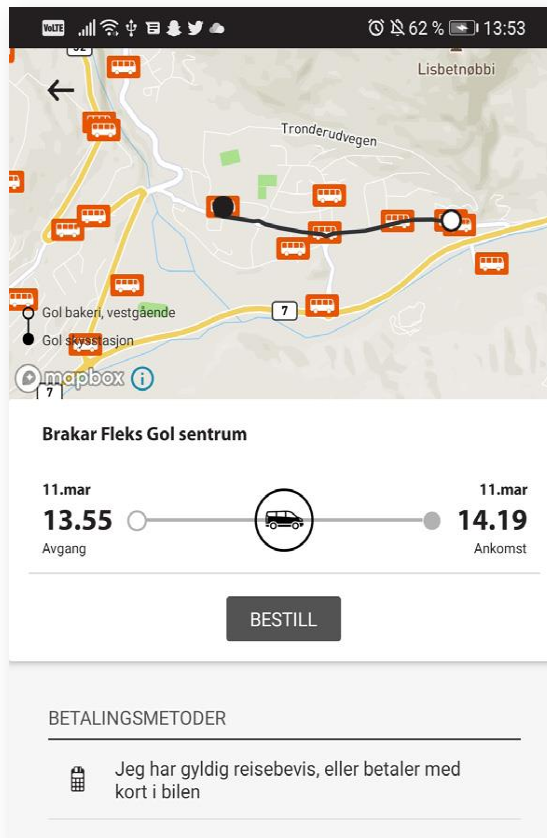
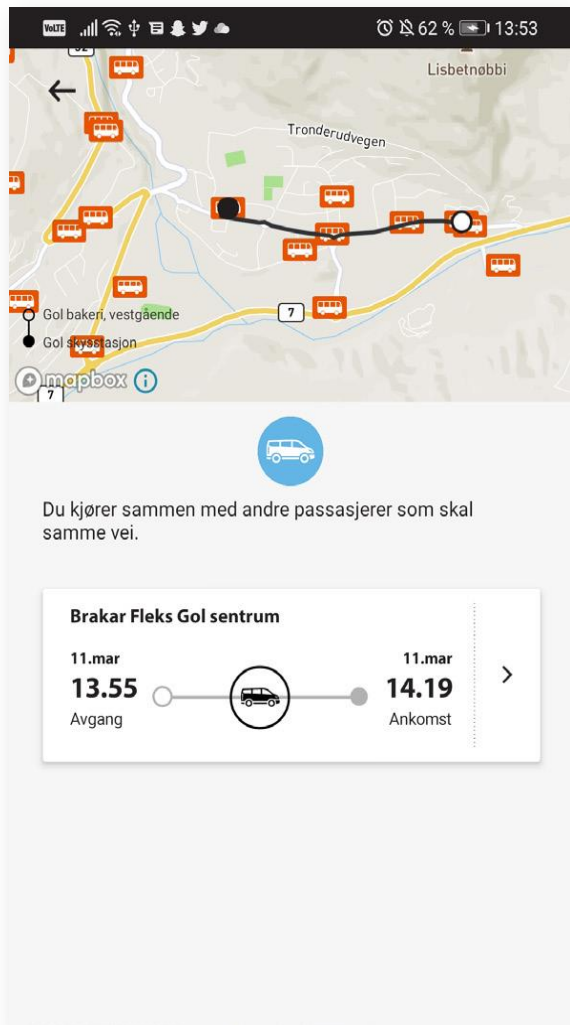
Corner to corner bus
Virtual stops within a zone



- Get “from corner to corner” in Sjusjøen or Gol
- Based on **virtual stops** in the zone
- **Dispatching algorithm** optimising for ride sharing and short journey time



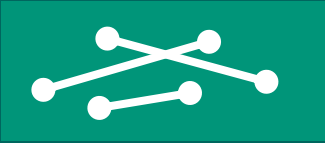




Case 2: Door to door in Revetal and Horten

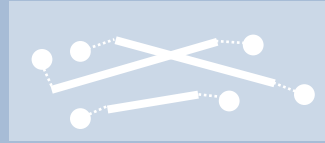
Door to door bus

From address to address in zone

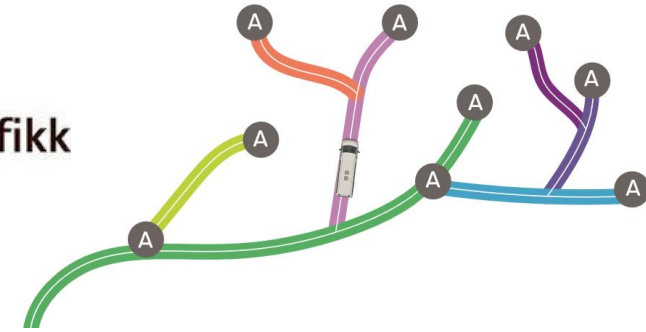


Corner to corner bus

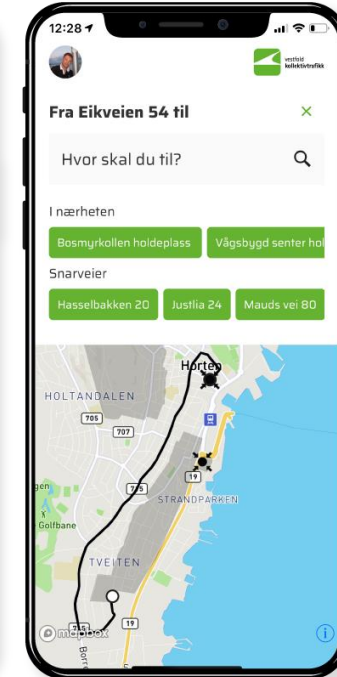
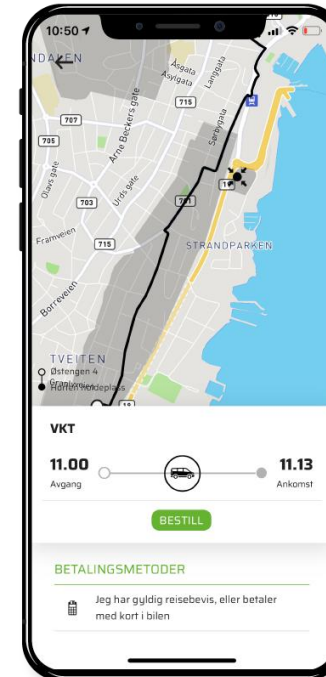
Virtual stops within a zone



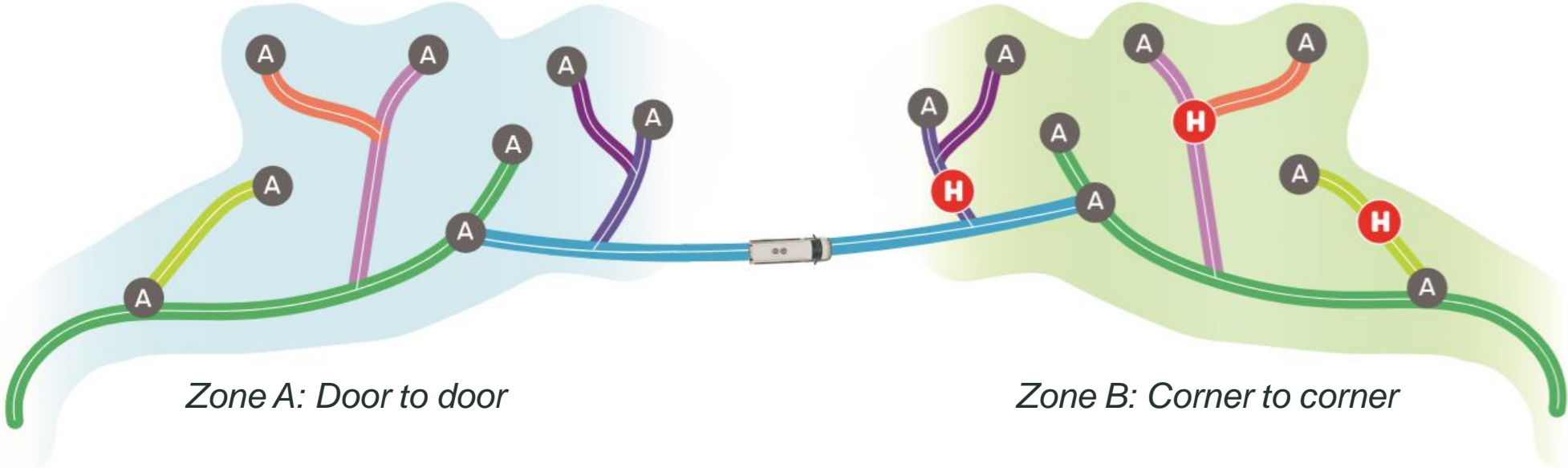
vestfold
kollektivtrafikk



- **Replacing** ordinary bus service
- Takes you from **door to door** on demand
- Increased ridership
- **Combining** door to door and corner to corner in same solution

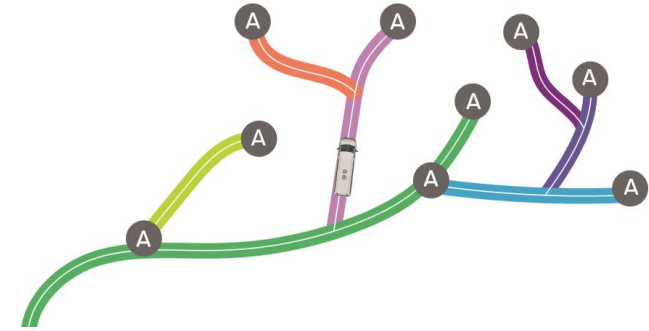
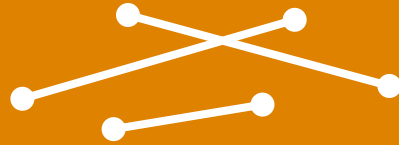


The solution combines multiple types of on demand to optimise resource efficiency and flexibility



Case 3: Order a taxi when you book your train or bus journey

(Shared?) taxi
From address to
address



- Book train, bus and taxi in **one app!**
- **Compare offers** from different taxi companies
- Quick and easy payment with Vipps
- Maximum price means you never pay more than expected
- Follow the taxi's position on the map and get push notifications with status updates
- Serious companies and drivers with **taxi license** only
- Soon to be integrated in **travel planner**

