

How to ensure faster implementation of new technology?

Bernt Reitan Jenssen, CEO, Ruter AS



Enable our
customers
to live their
lives.



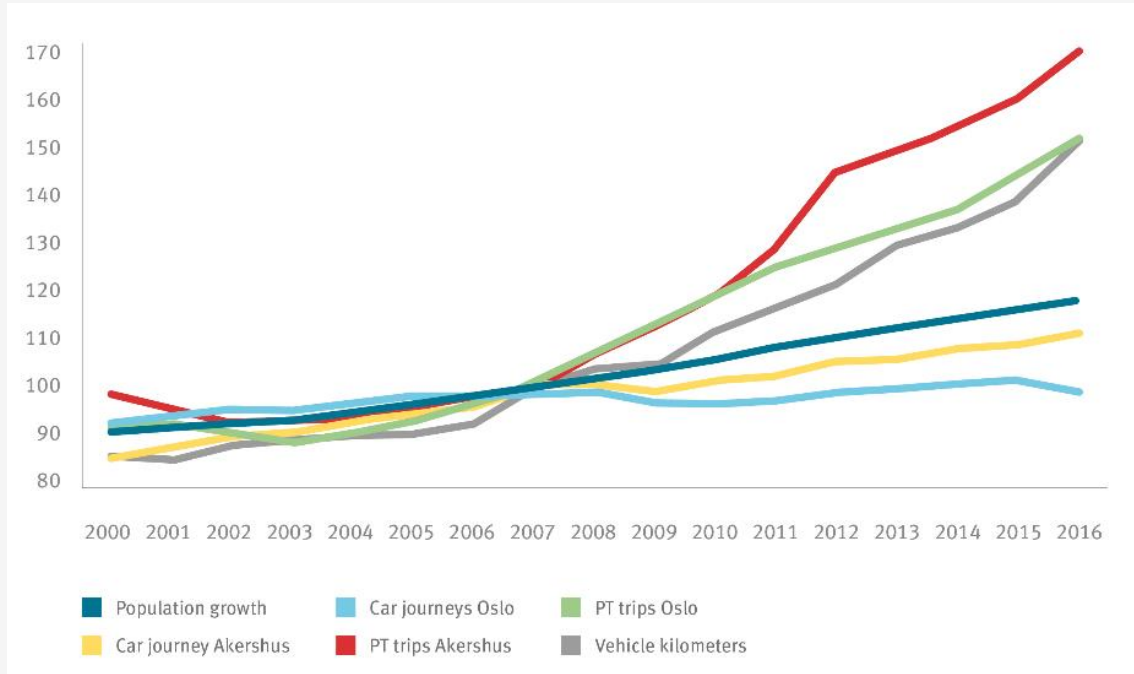
More than 50 % increase in public transport trips since 2007 – we are surpassing the car

Ruter plans, coordinates, orders and markets public transport in Oslo and Akershus, ownership 60/40 %.

All operative service is performed by various operating companies that work by contract for Ruter and by NSB with local trains.

10 first years

- Increased public financing, incl. Toll Ring revenues
- Customer-driven development
- Increased frequency
- Real time information

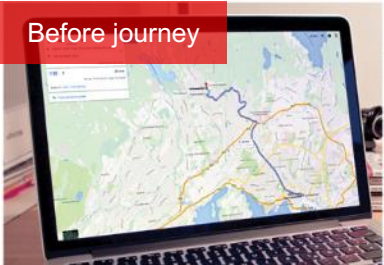


Policy measures

1. Public transport, together with cycling and walking, should take the traffic growth
2. Fossil free public transport by 2020



Before journey



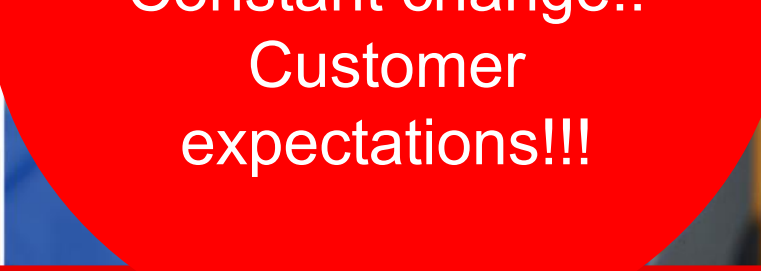
During journey



After journey



Increased complexity!
Constant change!!
Customer expectations!!!



Backstageprozesser

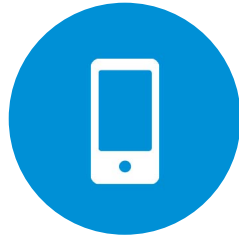


Key drivers for mobility solutions



Urbanization

People move to cities and live urban lives



Digitalisation

New digital technology strongly influence all aspects of operation, development and use of mobility services



Individualization

People focus on themselves and take responsibility for their own lives



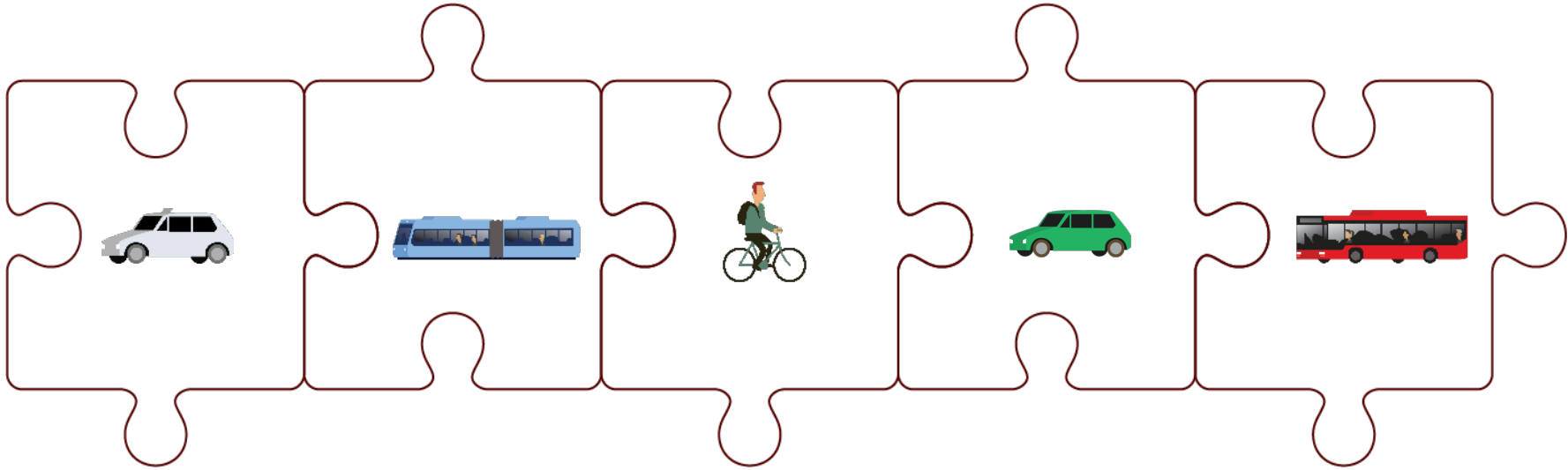
Sustainability

The regional attractiveness focusing on environment and sustainability

**We know less about the future than ever before.
When will the dam break and what happens then?**



Next step: Smart and integrated mobility services



Ruter#

The public transport of the future is flexible, zero emissions and smart



Electric busses



Automated ticketing



Autonomous on-demand transportation



Digitalisation will create new needs and possibilities for developing new services



Big data



Innovation



Reputation
and brand



Autonomous and
smart technology



Business
models



Competence
and culture

Testing a self-driving fleet in Oslo and Akershus

- Autonomous public transport on demand services
- A fleet of 10-50 units operating in our public transport network
- To be used by real customers as part of our regular service
- Evolve together with technological progress



The future green mobility will need cooperation between public and private players

“Strategic use of marked power, innovation in public procurement processes, promote learning and test new technology is the road to be prepared for the future”



Ruter#

Thank you for your attention



