

From A to B

focus on the passenger

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The starting point ...

... is always the primary consideration:

Because we want to...

- attend an event
- visit family or friends
- go on holiday
- visit a customer
- commute to work



Therefore: mobility is not an end in itself, but a means to an end



conference
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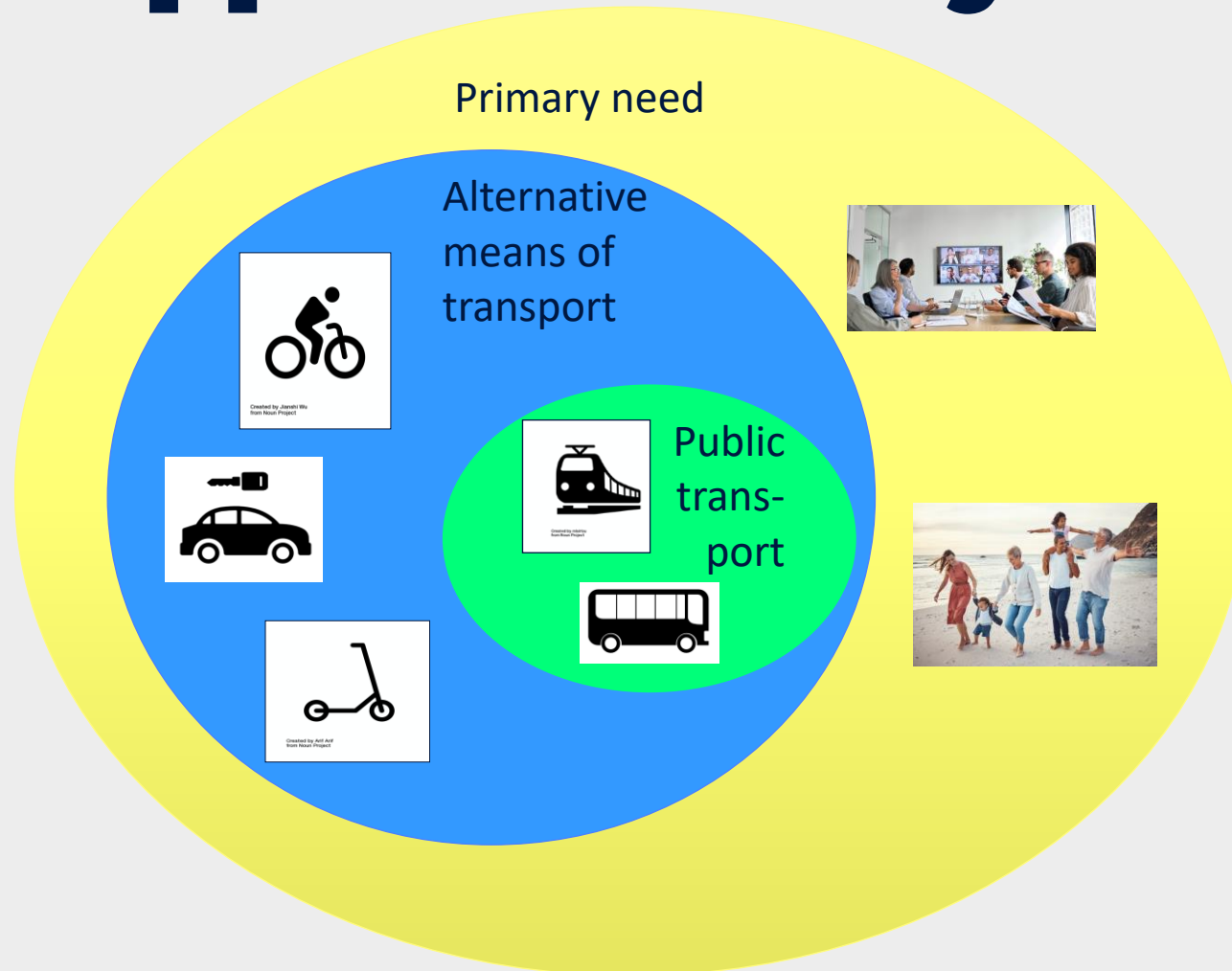


Family visit
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Vacation
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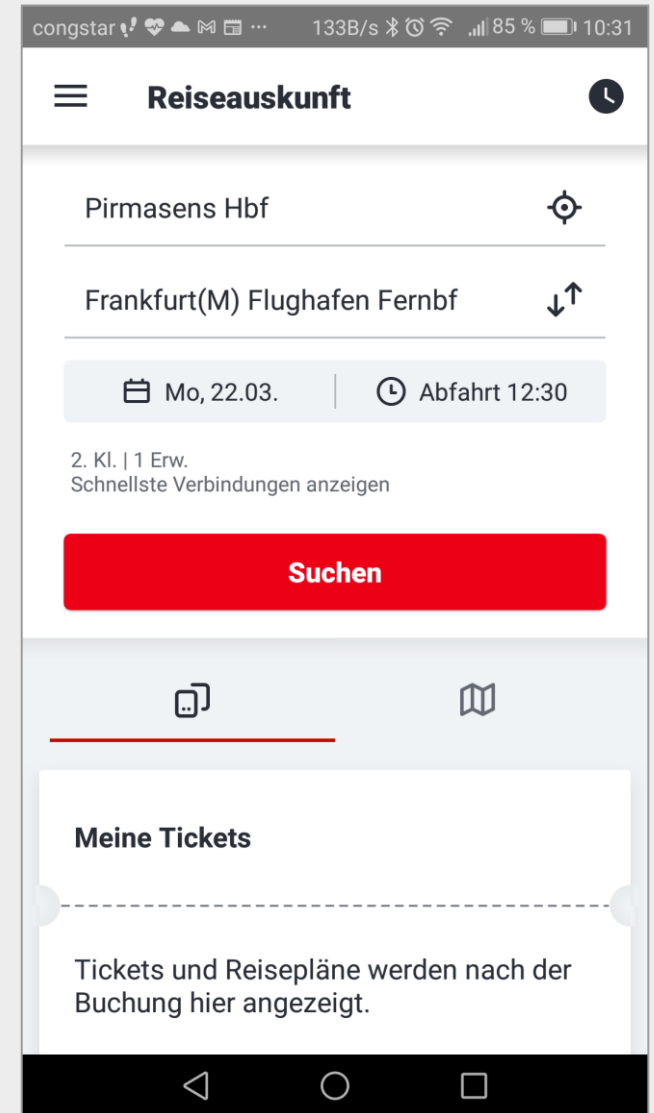
How is the passenger on the move supported today?



- there's more to mobility than just public transport!
- we need to give greater consideration to all sustainable forms of transport in travel chains ...
- ... and establish links with the passengers' primary needs

Mobility information today: DB Navigator

- Flagship among German mobility apps
- Timetable information for the entire German public transport system since 1998
- Tickets provided for more than 40 transport associations
- New: Nationwide €49 ticket with validity across transport authority regions



But, it still only applies to public transport. What about ...

- long-distance buses?
- bike for the first/last mile?
- taxi for the first/last mile?
- car to the Park & Ride?
- on-demand transport?



Many providers = confused passengers

... a travel chain that the passengers have to link together for themselves – a real hassle!



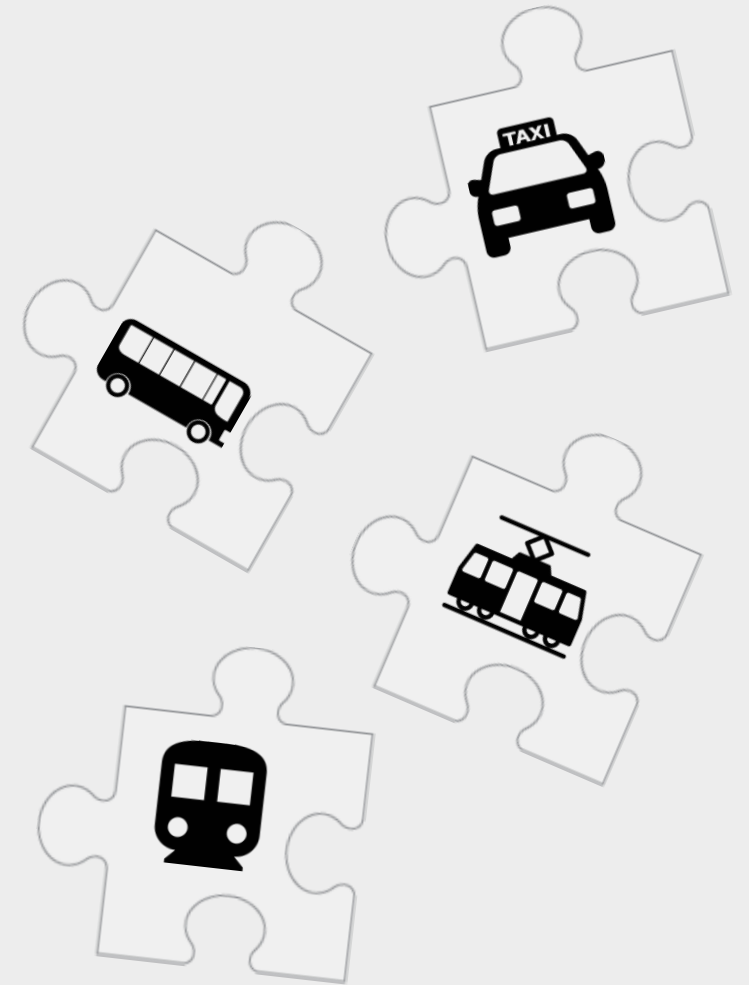
then they rather reach for the car key because it's so nice and convenient.



How do we plan a trip with different means of transport?

This is a complicated process

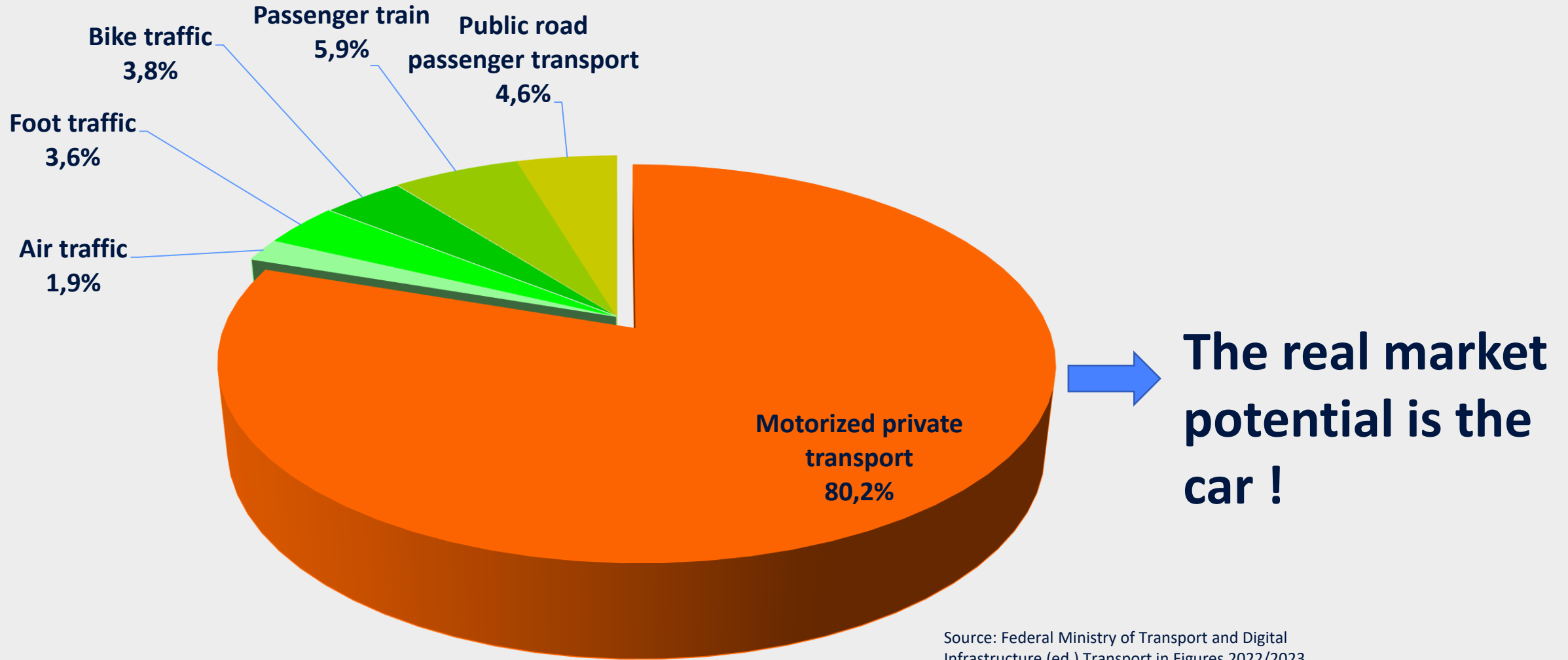
Thesis: Without offering a continuous travel chain "from a single source", alternatives to private car use are unlikely to be considered.



Mobility information

- is currently mostly provided by **individual transport providers**
- **should enable intermodal travel chains**
- should be available with **open data** and **non-discriminatory** interfaces, thereby allowing an open market for third parties
- should be made **open** and **available** to all relevant parties by law, as it is in Finland

Modal split shows market potential



Source: Federal Ministry of Transport and Digital Infrastructure (ed.) Transport in Figures 2022/2023

“Pick low-hanging fruits”

- The goal is ambitious, the implementation is complex, but the first steps are simple...
- Integrate:
 - Park & Ride / Bike & Ride
 - Carsharing / Bikeshearing
 - Taxi for the first / last mile



Thank you

for your attention