

ADAC, Europe's Largest Automobile Club, and door2door Launch Smart On-Demand Shuttles to Transform City Mobility

Pilot Project Testing New Model of On-Demand Ridesharing in Berlin

Berlin, Germany - February 2, 2018, 4:00PM (GMT +1) – The largest automobile club in Europe, Allgemeiner Deutscher Automobil-Club ([ADAC](#)), together with global smart mobility provider [door2door](#), announced today the launch of a unique on-demand shuttle service for residents of Berlin. The service, allygator shuttle, utilizes door2door's advanced mobility platform and unique algorithms to calculate the most efficient ride pooling configurations and efficient routes for passengers to reach their destinations. The initiative helps solve last-mile issues for commuters, minimizes urban congestion, and improves air-quality in the city. The three-month pilot is free – democratizing access to on-demand mobility services.

Berlin's Mayor and Senator for Economy, Ramona Pop welcomed the initiative, emphasizing that in times of urban growth and increasing traffic volume, it is important to introduce alternative mobility options to complement existing mobility services. According to Pop, ridesharing is particularly attractive due to its seamless integration with mass transit networks, adding that the city of Berlin aims to take a leading role in the modern mobility movement and that this project is a huge step toward that goal.

The partnership between ADAC and door2door will offer a glimpse into the impact a flexible and safe smart public transport option will have on smart cities of the future. By adding a rideshare offering, ADAC is expanding its existing range of mobility services, with the aim of solving current mobility gaps within Berlin. The pilot will begin in Berlin and is available on both iOS and Android. With 25 shuttles – each carrying up to five passengers – the project will operate on Fridays and Saturdays, from 5:00pm to 1:00am (GMT+1).

“ADAC is one of the leading automobile clubs in Europe. We see great value in learning from partnerships such as the one with door2door,” said Alexander Möller, Managing Director of ADAC eV. “It is important that we gain experience regarding how new mobility services work in urban environments, how user behavior develops,

and what leads to improved individual mobility for the younger generation. We are facing complex mobility issues and challenges - including emissions, traffic congestion and even managing parking spaces - and it is up to us to create intelligent solutions.”

door2door’s unique technology and data analysis capabilities enable ADAC and other mobility providers to understand mobility patterns and to identify gaps in existing public transportation. Armed with such data, the door2door’s platform is able to create more effective, beneficial and sustainable on-demand shuttle options for users – accelerating the future of smart-mobility in smart cities.

“Public transport systems haven’t changed for decades and are one of the last mobility frontiers to evolve,” said Dr. Tom Kirschbaum, Co-Founder and Managing Director of door2door. “We’re excited to be partnering with ADAC to demonstrate the future of public transport: shared, dynamic, and on-demand. Almost every industry under the sun is being disrupted by digitization – our mobility technology will help bring cities into the digital age as well.”

About door2door

door2door is Germany’s leading mobility startup. It provides cities and public transport companies with a technology platform, enabling them to run their own on-demand shuttle services as part of their public transport network. It employs 100 people from over 30 countries in Berlin, Germany and Porto Alegre, Brazil. door2door’s strength to innovate the mobility industry has been recognized by Germany’s Chancellor Dr Angela Merkel, leading to a regular exchange and advisory on mobility and digital transformation topics. door2door is one of the latest members to join the World Economic Forum and has been named European Entrepreneurial Company of the Year by Frost & Sullivan.

<https://www.door2door.io/>

<https://blog.door2door.io/>

Printable material as well as other background information can be found here:

<https://www.door2door.io/press.html>

If interested in an interview or additional information is required, please contact:

Katja Diehl

Communications & PR Lead

katja@door2door.io | Tel: +49 179 3407206