

SyltRIDE starts!

As the first German island with an on-demand ridepooling service, Sylt sets a milestone for innovative and sustainable mobility

- Sylter Verkehrsgesellschaft (SVG) launches ridepooling app SyltRIDE - the first step towards the multimodal mobility platform SyltGO!
- Based on technology from the Berlin-based company door2door, passengers can order their mobility “on demand” for the first time on a German island.
- The new service is an important step towards relieving the island of Sylt of private transport and making it more sustainable and climate-friendly.

Berlin, 12 July 2021 Effective immediately, the on-demand service of the Sylter Verkehrsgesellschaft (SVG), called SyltRIDE, is on the move on the island. Three Mercedes-Benz EQVs are being used, each with six passenger seats, which can be called on demand via the app. Boarding can take place at around 1,000 virtual stops distributed across the operating area between Westerland, Tinnum, Keitum, Kampen, Wenningstedt, Braderup and Munkmarsch. They complement the existing, physical stops of the public transport system. The app guides the passenger to the nearest stop and computes the route to the destination. In the future, the service will be available across the entire island.

Kickoff for multimodal mobility platform

“The first step towards the multimodal mobility platform SyltGO! has now been taken with the new on-demand service!” says a delighted Sven Paulsen, Managing Director of SVG. “We are currently working on the completion of the app SyltGO!, which will be launched a bit later.” Then, in the first step, the ridepooling SyltRIDE app and a cell phone ticket for public transport will be combined in one app. It is envisaged that SyltGO! will be made accessible to other mobility providers.

“SyltRIDE” app available in the Google Play Store (Android) and the App Store (iOS)

The SyltRIDE ridepooling app is now available for free download in the Google Play Store (Android) and the App Store (iOS). Based on the technology of the

Berlin-based company door2door, passengers can order their mobility “on demand” via app for the first time on a German island.

“I am very pleased that we were able to establish the first digital on-demand island transport here within just a few months together with Sylt’s transport company,” said Maxim Nohroudi, Co-CEO and Founder of door2door.

Ridepooling on Sylt - this is how the sustainable mobility service works!

The passenger registers with name and email on the SyltRIDE app. In requesting a ride, the passenger then specifies the desired pick-up and destination and is guided to the nearest stop via app. The distance to the nearest stopping point is a maximum of 200 meters. The maximum waiting time for the service is 20 minutes. The ridepooling system determines the optimal route and pools the individual travel requests of different passengers. Boarding additional passengers enables more efficient and climate-friendly transportation.

On the island of Sylt, the aim is to gradually achieve a permanent change in mobility behavior. Too much traffic pollutes the environment and represents a high stress factor. By offering attractive alternatives to one’s own car, which can be used in an uncomplicated and flexible way, more tourists and locals will eventually switch to public transport. In the long term, this will mean a less stressful and calmer atmosphere for everyone, along with the opportunity to enjoy the fresh sea air.

Information about the service is available online at www.sylt-go.de/#syltride

About Sylter Verkehrsgesellschaft (SVG)

Sylter Verkehrsgesellschaft (SVG), operates 35 buses daily on Sylt. The company history goes back to the legendary island railroad, which was on the move on Sylt from the late 19th century until the 1970s. SVG was founded in 1952, when it replaced the “Sylter Inselbahn AG”. In 1995, Sven Paulsen, owner of the insular shipping company Adler-Schiffe, bought the Sylter Verkehrsgesellschaft.

The company employs over 55 people with its own workshop, is responsible for school transportation, sponsors bus tickets for the Sylter Tafel charity and supports insular institutions. With the launch of the new app, SVG once again proves that it is one of the most innovative companies in the public transport sector.

About door2door

door2door is a leading global provider of software solutions for new mobility. Founded in 2012 with the goal of making cities smarter, the company has

developed an on-demand mobility & MaaS software platform that can be easily integrated into any existing mobility network. door2door is a member of the World Economic Forum's Platform for Shaping the Future of Mobility.

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

Photos for illustration

You can find images for download at:

<https://door2door.io/wp-content/uploads/2021/07/SyltRIDE-Fotos.zip>

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