

UbiGo – Mobility as a Service in reality

For half a year 70 paying households have been subscribing to a fully integrated mobility service called UbiGo with very positive results. The service combines Public transport, car-sharing, rental car service, taxi and a bicycle system – all in one app, all on one invoice and with 24/7 support and bonus points for sustainable choices.

It can be viewed as a charter company for everyday travel (instead of vacation trips) or Spotify for travel. It works like a flexible mobile phone subscription but with units for public transport, car, taxi etc instead of minutes of talk, number of SMS or Gbyte of surf, accessible to all members of a household through digital punchcards in the cloud.

The mission is to make everyday life easier for urban households and foster sustainable cities by offering a simple, flexible, reliable and priceworthy service as an alternative to car ownership. By taking care of households or companies mobility budgets, UbiGo can procure everyday travel in volume, repackage and deliver in a unified way.

The UbiGo service has been developed and tested in Gothenburg by partners such as Volvo, Chalmers university, City of Gothenburg, Viktoria institute, Västtrafik and Lindholmen Science Park. It is one of the most ambitious and promising efforts to create a fully integrated service for the much discussed Combined mobility and Mobility as a Service. Most of all, it has been proven in reality. During the pilot, over 12 000 transactions (day-tickets, car or taxi-reservations etc) were made.

Results from the thorough evaluation based on surveys, interviews, travel diaries, focus groups and usage are very positive. In fact, none of the households stopped using the service and a clear majority wants to stay as customers. The households' expectations of convenience, priceworthiness etc have been fulfilled.

The implementation of UbiGo will also promote the creation of an eco system for mobility, with technical business and policy standards that will help cities, people and businesses all over the world.

The business model that was tested on households, also includes the B2B-market, where business can be either employers (business trips), events, shops and restaurants. For internationalisation, a franchising concept will be deployed, in which local partners in large cities will run the service based on the knowledge, brand and platform defined in Gothenburg. In May 2015, UbiGo received the OECD International Transport Forum's award for [Promising Innovation](#).

In a project funded by Vinnova, UbiGo teamed up with Ericsson and Swedish ICT Viktoria Institute to grasp the whole Eco system. One concrete result is a comprehensive IT-platform for mobility operators such as UbiGo based on Ericsson's technology. UbiGo is preparing an introduction in Stockholm late 2017 building on a pilot in the EU Civitas Eccentric project. The regional Public transport authority in Gothenburg is preparing concession procurement in 2017 that can serve as a model for the inclusion of Public transport in other Cities.

More information.

- The UbiGo website at www.ubigo.me focuses on the pilot, but contains much general information of the service of which some is in English.
- The 2 minute video at <http://vimeo.com/80530496> is a brief
- A short customer testimony <http://vimeo.com/86892766>
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