

Turning Autonomous Vehicles into a Tool for Mobility

Felix Breitstadt, MOIA GmbH

MOIA



MOIA has successfully established on-demand ridepooling as a new urban mobility solution



Since 2017 MOIA is developing innovative digital mobility solutions and ...



... operates Europe's **biggest ridepooling fleet** with 500 fully electric vehicles in Hamburg and Hannover



... as **tech company** has developed a product suite covering the entire value chain



... has transported over **six million passengers** since 2019



... employs over **1.100 people** (thereof over 600 drivers)



... with **4.8/5 stars** is one of the highest rated mobility services in Germany

MOIA ridepooling: Comprehensive setup and operation of app-based mobility service

Software: App, operations, vehicle interfaces & algorithmus



MOIA fleet: Complex operational handling due to mix of on-demand, EV and driver requirements

Fleet management, driver management & charging infrastructure



Along our journey it is obvious that mobility changes require public and private cooperation



Consistent expansion of public transport as the backbone of city traffic



**„Verkehrswende“
e.g., in Hamburg**

Digital integration (through the HVV switch app) of classic and new forms of mobility with a focus on comfort and service



On-Demand Ridepooling – sustainable, flexible and comfortable mobility



Next: Autonomous Driving technology will provide basis for scaling overcoming today's hurdles



Increased
availability of
vehicles



Lowering prices
for passengers



Building a sustainable and
innovative industry
in Europe



Climate and
environmental
protection



Improvement
of traffic safety

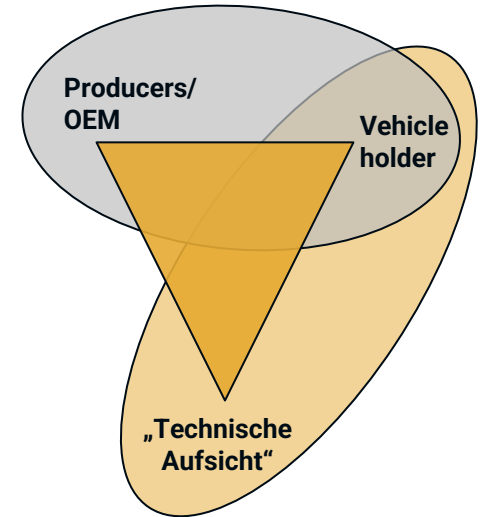
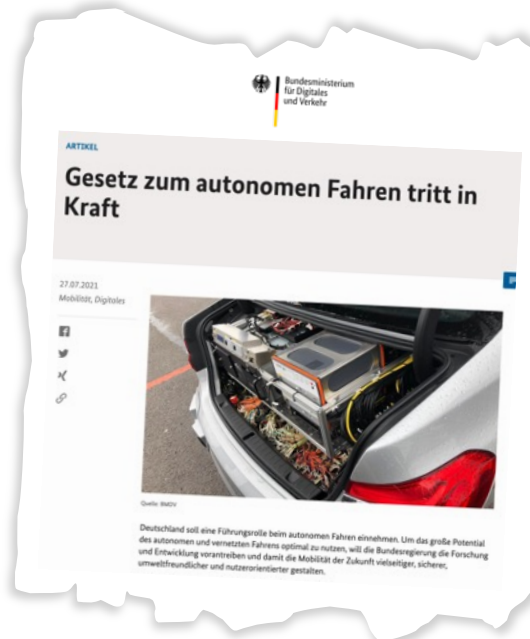


Driver of mobility
turnaround

Germany: Legislation setting the framework for autonomous operations and homologation

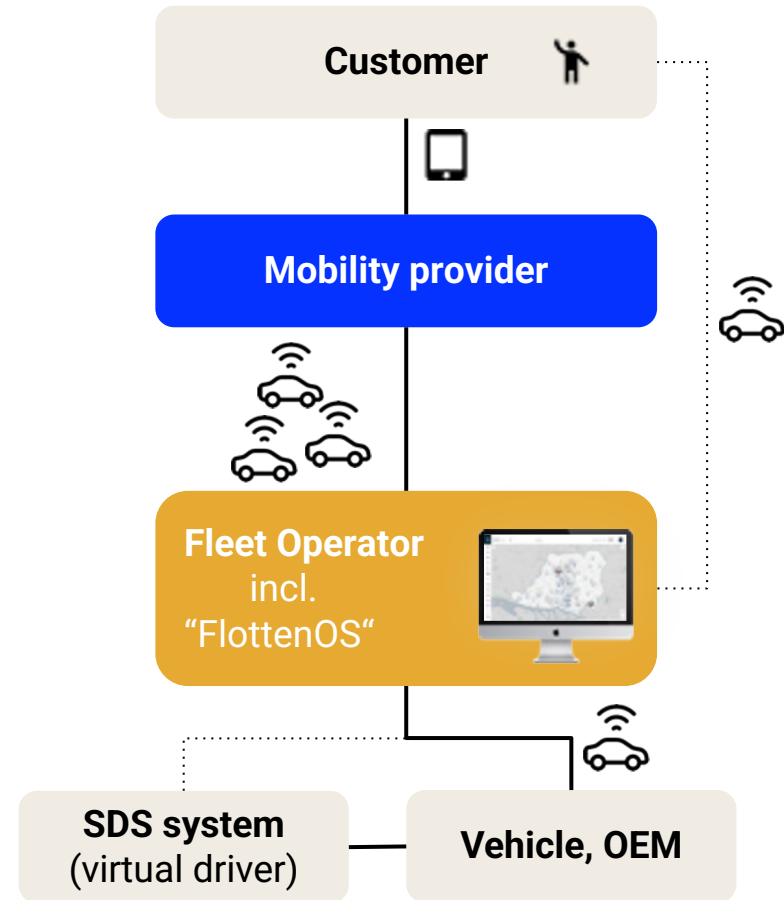
With the new law on autonomous driving, framework conditions have been set that enable important pioneering work in the field of autonomous mobility in Germany.

Apart from OEM also operators need to start engaging as severe process and operational requirements of daily operations are defined.



As Mobility Operator our focus is beyond the technology of the virtual driver to ensure...

- ... safe operations and handling of the passengers
- ... efficient handling of vehicles, service and incidents



Commercial capabilities will be defined by

1. Performance level of self-driving system
2. Use case-oriented vehicle integration
3. Operational tooling for vehicle (edge case) handling



Customer perspective

Boarding/Deboarding

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(De-) Boarding, Authentication

Transmission of Mission/Tasks

(Trip confirmation, ride, ...)

Ready-to-drive Routines

(Trip preparation)

In-ride customer needs

(z. B. trip abortion)



Operator perspective

Cross partner system-Setup

(Provisioning, stop network, content / experience updates)

Surveillance & Monitoring

(cabin, vehicle performance)

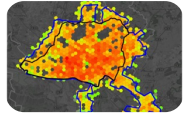
Automated checks

(Pre/post ride checks)

Incident Handling Processes

(e.g. lost & found, accident, breakdown)

We now take ridepooling to the next level



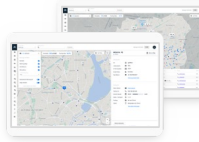
Biz Dev & Concessions



Vehicle concepts & integration



Fleet Operations



Fleet Control



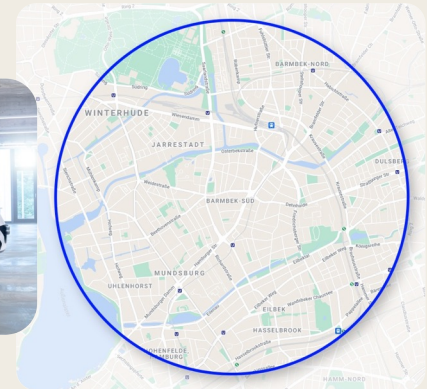
Service Delivery



Sales, Marketing, Customer Care

We are condensing our experience and understanding of AD mobility operations in our first AD project in Hamburg:

As of 2023, vehicles will operate an AD testing operation in Hamburg as part of our mobility offering together with the city of Hamburg.



Thank you!

Felix Breitstadt

Head of Product Strategy
and Mobility Analytics

felix@moia.io

MOIA GmbH
Alexanderufer 5
10117 Berlin

www.moia.io

