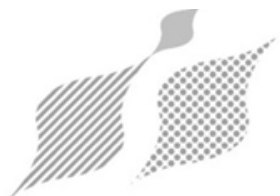


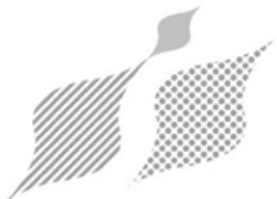


# Linköping MaaS - Making sustainable mobility easy



# Short facts: Linköping MaaS

- 160,000 inhabitants, Sweden's fifth largest city with 20,000 incoming commuters daily
- The Swedish Energy Agency granted 600,000 EUR to the Linköping MaaS project
- Between January 2020 and June 2021, we will develop and introduce to the market a city wide - and city run - MaaS in Linköping. Expected to be released in autumn 2020.
- The "customer" will be able to discover, book and pay for the range of shared mobility services.
- With this service we want to make it easier and more flexible to travel climate smart
- New services: P2P car sharing and demand responsive ride service in rural areas.
- The main target group is car-commuters who are open to new alternatives.
- Linköping MaaS is a spin off from the national initiative "Sustainable mobility challenge" (SEA and SISP -Swedish incubators and Science Parks)



# Why we as a city promote the emergence of MaaS?



The  
Linköping  
MaaS  
ecosystem

Project owner:  
Sankt Kors/Dukaten

LinPark:  
70,000 car owners

LinBike:  
9,000 users

Project coordinator:  
City of Linköping

Kyyti  
*MaaS Platform*

Östgötatrafiken  
*Public transport*

Ciao Ciao  
*Carsharing*

Stångåstaden  
*Housing*

VTI/LiU  
*Research*

Linköping  
Science Park

30,000  
tenants!

Green travel plans:  
40,000 employees

Green travel plans:  
40,000 employees

Combitech

Nira

Region  
Östergötland  
/Energikonto  
ret

Gävle  
kommun/S  
andbacka  
Science  
Park

SICK

Actia

Norrköpings  
kommun

And ongoing discussions:

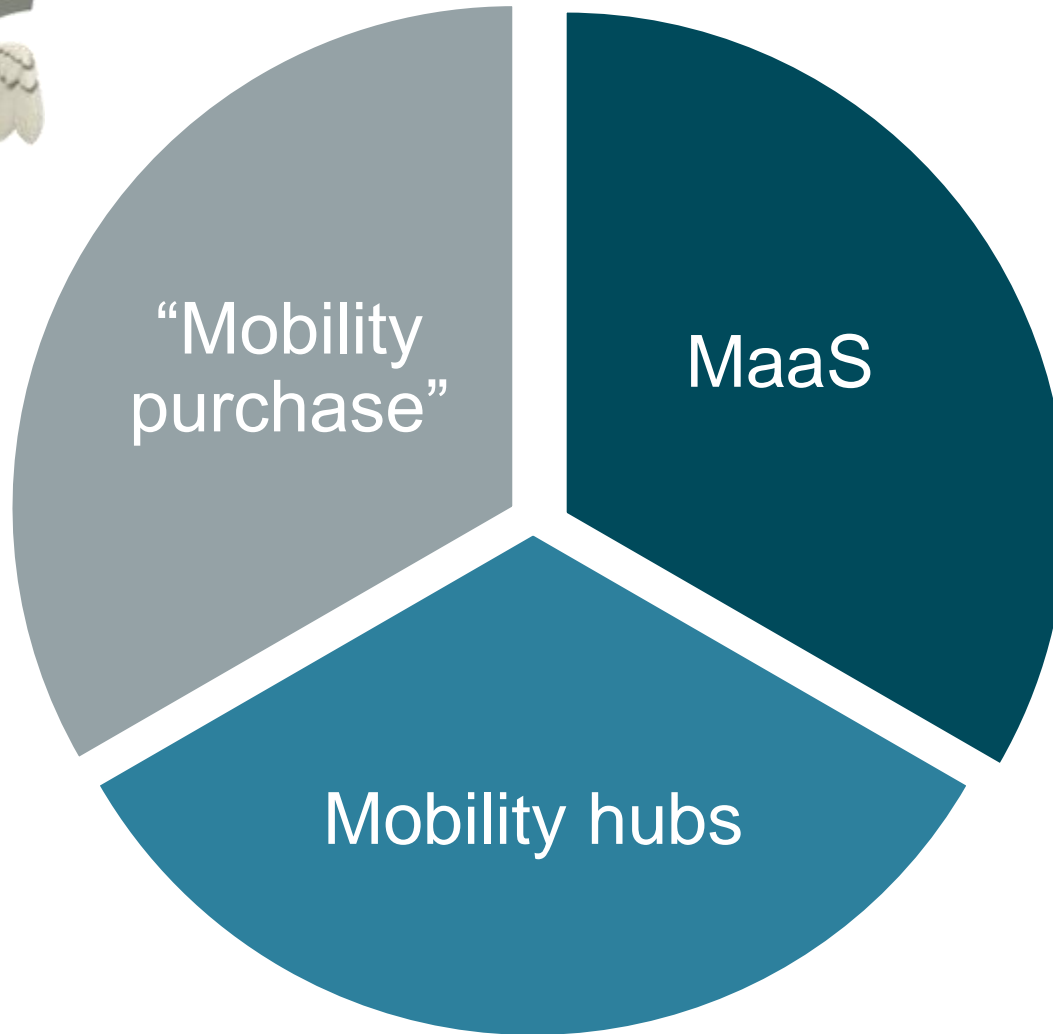
- E-scooters?
- Intercity trains?
- Taxis?



**Energimyndigheten**



**Linköping**  
Där idéer blir verklighet



## Business model and systemized thinking

- The owner and operator of Linköping MaaS is the municipal owned parking company Dukaten
- Mobility purchase - a suggested new approach in the parking policy - a kind of public subsidization, City of Linköping
- The user will pay regular price /capped price for the trips
- Dukaten will agree on retail contracts with mobility service providers
- Travel in service(business trips) and as a benefit for private use, Employer contracts





# Kyyti provides software for easy access to Smart Mobility

## Mobility as a Service Platform - Kyyti MAAS

Offer intermodal travel chain planning and the ability to book & pay for diverse mobility options under your own brand.

## Demand Responsive Transport - Kyyti DRT

Provide seamless and automated Demand Responsive Transportation as an integral element of public transport.



### Intercity MaaS for Transport Operators

Improve customer experience with door-to-door travel and strengthen your market position.



### Regional MaaS for Municipalities, PTAs

Meet your sustainability and accessibility goals with a single platform for all mobility options.



### Universal MaaS for PTAs, Mobility Managers

Build an equitable transportation system and enable non-drivers to fully participate in the social life of their communities.

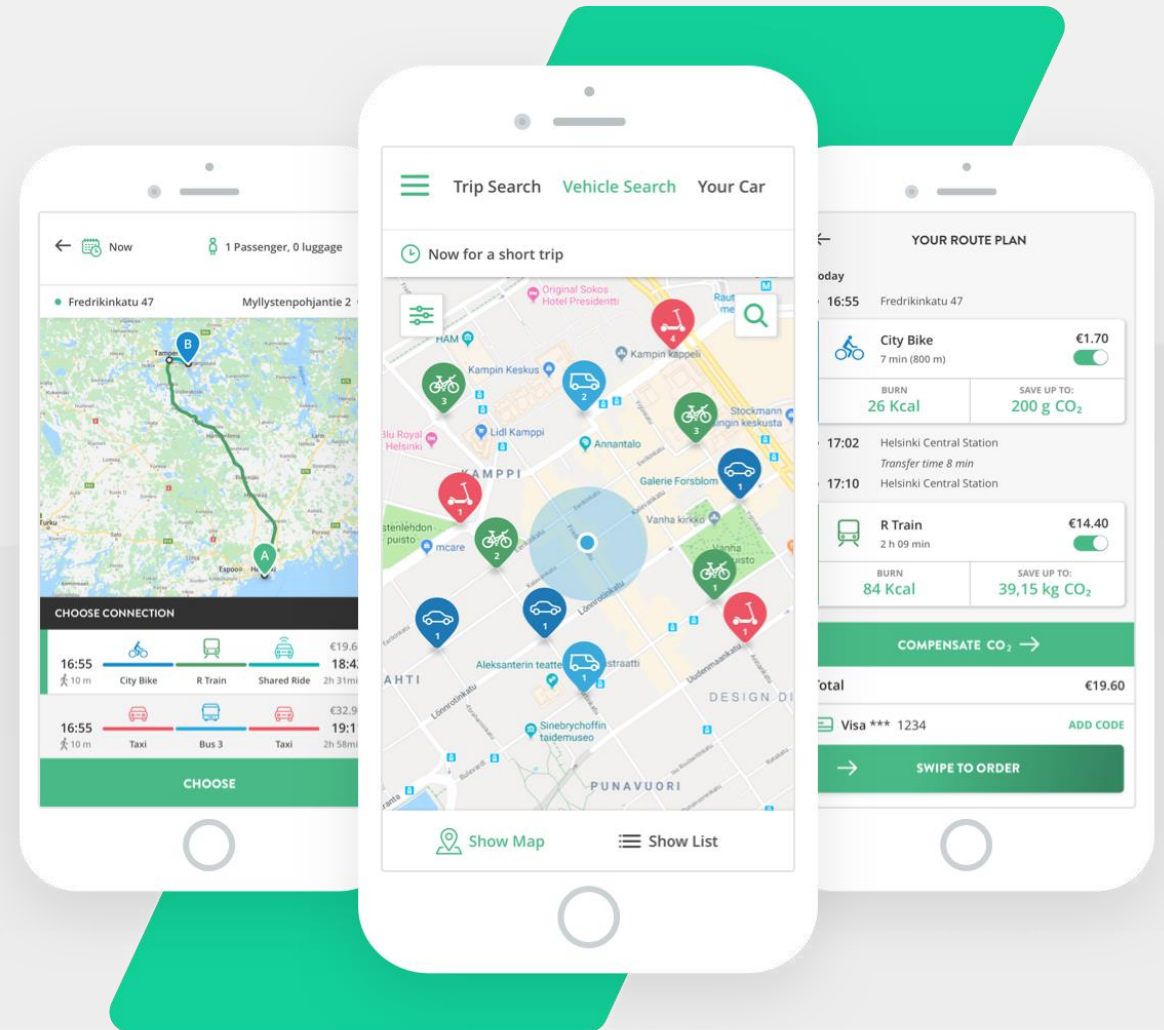


### Corporate MaaS for Employers

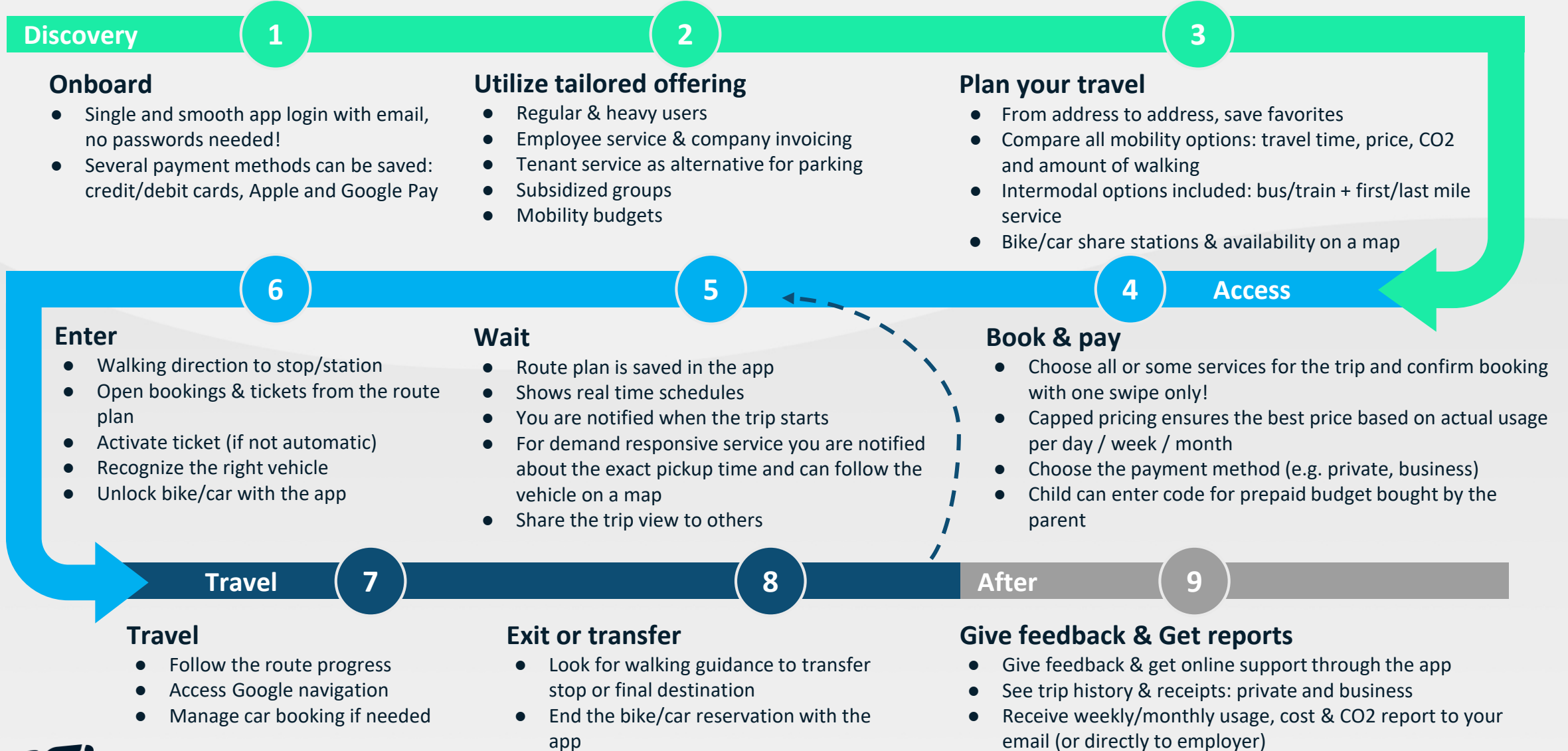
Ensure sustainable and convenient employee access to office and industrial sites.

Digital one-stop-shop  
for door-to-door  
mobility under your  
own brand

Your app, your data!



# It's all about improving multimodal travel experience!





# Thank you!

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