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SBB development partnership with Lucerne-based start-up company

SBB and Axon Vibe develop new mobility platform

SBB and the Lucerne-based start-up company Axon Vibe have signed a five-year agreement for a strategic development cooperation. Together, the partners intend to develop and market the world's leading personalised and inter-modal mobility app.

In the future, travellers will be able to plan and book a wide range of mobility services via a single, intermodal platform. Different mobility options such as car, bicycle, tram, train or e-scooter will merge with each other. They will be able to be combined and booked easily and according to the individual needs of travellers. Mobility will become more efficient and easier to plan. Personalised travel recommendations in real-time - comparable to car navigation systems – will facilitate the optimal design of personal mobility.

Together with the Lucerne-based company Axon Vibe, SBB intends to develop the world's leading and most trustworthy mobility app. Axon Vibe is recognised as one of the most innovative companies in the fields of smart mobility and artificial intelligence. SBB has carefully selected the company on European level based on its experience in this area.

Rail travel is expected to become even more attractive, safer and more punctual in the future. Digital platforms and the simplification of services will become increasingly important. The past 10 years have been marked by rapid developments in this area. In this partnership, SBB intends to make a significant contribution to advancing developments on the digital level.

With SBB Mobile, SBB has been operating Switzerland's most successful mobility app in public transport for years with over three million active users. With this new development and the partnership with Axon Vibe, SBB is responding to the current and future needs of the mobile society and wants to make personalised and individual guidance and support in the overall mobility more customer-friendly, efficient and world leading.

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Axon Vibe's predecessor was sold to Google in 2006 and contributed significantly to the development of Google Maps, nowadays the most popular car navigation system. With the development of a comprehensive and smart mobility platform - a comparable solution for guidance in public transport combined with modern mobility services - Axon Vibe is making a substantial contribution to solving the transportation and environmental challenges of densely populated areas around the globe.

Axon Vibes' team comprises around 100 employees and consists of highly qualified software engineers, data analysts, psychologists and communication specialists. Axon Vibe is financed by private and institutional investors from Switzerland. The Lucerne-based company has offices in Great Britain, Hong Kong and the USA. The company recently signed an agreement with the Metropolitan Transportation Authority of New York (MTA) to optimise the subway system in New York with digital services.