"arriva click it"
the booking app for the stradibus service of arriva italia

With the new app developed together with ioki you can book Stradibus rides,
the flexible public transport service active in the areas of Piadena and Soresina-Castelleone

Cremona, June 03. 2023 – Starting from June, Stradibus journeys can be booked through the new Arriva Click IT App. The app-based mobility service was developed by Arriva Italia, the local public transport operator, together with ioki, one of the leading platform providers for digital on-demand solutions in Europe.

Stradibus is Arriva Italia's flexible on-demand transport service active in two areas of the province of Cremona. In the Piadena area the service is available on weekdays from Monday to Saturday from 6.30 a.m. to 7.30 p.m.; in the Soresina-Castelleone area it is available in winter on weekdays from Monday to Saturday from 6.30 a.m. to 12.00 p.m. and from 3.00 a.m. to 7.00 p.m. and in the summer period from Monday to Friday from 6.50 a.m. to 12.00 p.m. and from 3.00 a.m. to 7.00 p.m. and on Saturday from 6.50 a.m. to 12.00 p.m.

With the new application it is possible to book a ride at any time directly from your smartphone. Passengers just enter the starting point and destination on the map and the app will automatically calculate the optimal route and show when a Stradibus is available. Moreover, it is possible to cancel the reservation in just a few clicks via the app. The intelligent algorithm by ioki forms carpools between passengers with similar starting points and destinations. In this way, the vehicles are optimally utilised at all times and relieve local traffic. ArrivaClickIT is available both on the App Store and on Google play.

Different types of tickets, pre-paid and season tickets are available, which can be purchased at authorized resellers or on board.

"We continue to invest to make the local public transport service ever closer to citizens. In particular, we are happy to make an on-call service like the Stradibus more accessible and 'smart', essential for offering our services even in less densely populated areas, while at the same time reducing empty trips to a minimum, with all the advantages terms of lower environmental impact" declares Angelo Costa, CEO of Arriva Italia.

"On-demand transport such as Arriva Click IT offers a simple and cost-effective alternative to a private car – and thus strengthens climate-friendly local transport. The cooperation between Arriva Italia and ioki for Arriva Click IT is a successful example of the integration of innovative and attractive mobility opportunities into the everyday lives of citizens," says Dr Michael Barillère-Scholz, CEO and co-founder of ioki, Deutsche Bahn's software company for digital public transport. With over 120 demand-responsive transport services, ioki is one of the leading platform providers for digital on-demand solutions in Europe. Since 2020, Arriva UK, another Arriva company, cooperates with ioki as software provider for a successful on-demand-service in Watford/United Kingdom.

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ARRIVA Italia
Il Gruppo Arriva – con 35mila addetti totali – effettua circa 1.5 miliardi di viaggi ogni anno in 9 nazioni europee e nel Regno Unito grazie ad una flotta di circa 13.000 autobus e oltre 500 tra treni e tram, generando ricavi annui per oltre 4 miliardi di euro e offrendo soluzioni modali su gomma e su ferro, principalmente riferite a servizi di mobilità.

Il Gruppo Arriva in Italia è tra i primi operatori nel settore del Trasporto Pubblico Locale su gomma, con circa 90 milioni di km di percorrenza annua e 360 milioni di euro di ricavi gestiti, 3.500 dipendenti e una flotta di oltre 2.500 autobus (numeri della holding al lordo delle partecipate).

Arriva Italia opera direttamente come società operativa in Lombardia, Piemonte, Valle d'Aosta. È presente invece come holding di riferimento, attraverso società partecipate, in Veneto, Friuli Venezia-Giulia e Como.

IOKI

With over 120 demand-responsive transport services, ioki is one of the leading platform providers for digital on-demand solutions in Europe and market leader in the DACH-region (Germany, Austria, Switzerland). Over 90 per cent of on-demand transport with ioki software complement public transport in suburban or rural regions. Companies, cities, and municipalities have relied on our expertise since 2017 to optimise and digitise transport according to demand. These include flagship projects such as ioki Hamburg (now hvv hop) and the Europe-wide largest project for on-demand transport in the Rhine-Main area. As a pioneer for autonomous ridepooling, ioki has been setting milestones for digital and autonomous mobility since its founding – from Germany's first autonomous shuttle bus to the planned world's largest autonomous fleet on demand in public transport. More than 150 employees from more than 20 nations develop equitable and modern mobility solutions for sustainable, attractive local transport from the heart of Europe. ioki is a subsidiary of Deutsche Bahn.