



CASE STUDY



BASF Standort Shuttle

An on-demand shuttle solution for the largest integrated chemical complex in the world.

PARTNER

BASF SE,
Ludwigshafen Site

LOCATION

Ludwigshafen,
Germany

LAUNCH

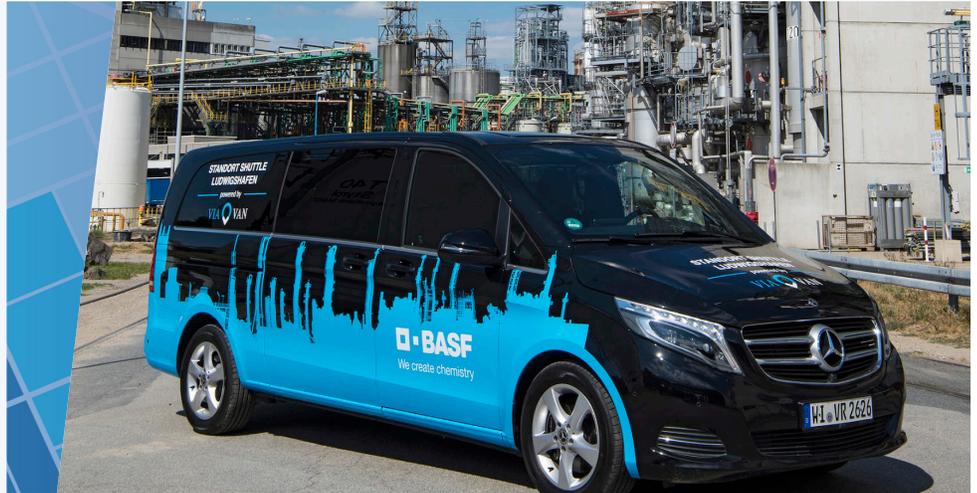
September 2018

CHALLENGE

Remove the need for personal vehicles for transportation around a large industrial complex and increase traffic safety.

USE CASE

Improve mobility for employees and visitors at BASF's Ludwigshafen Site while reducing traffic.



Overview

In early 2018, BASF selected ViaVan — the joint venture between Via, the world's most sophisticated developer of dynamic shared rides technology, and Mercedes-Benz Vans, the leading manufacturer of iconic passenger and cargo vans — to design, launch, and operate a corporate shuttle service at the company's headquarters in Ludwigshafen, Germany. With more than 200 unique production facilities and over 39,000 employees, this 4 square mile site is the largest integrated chemical complex in the world. Employees, contractors, and visitors get around and move goods throughout the bustling complex using personal vehicles, heavy-duty lorries, automated guided vehicles (AGVs), trains, and bikes. As a company committed to sustainability, BASF sought an innovative transportation solution that would eliminate the need to use personal vehicles on-site, thereby reducing single occupancy vehicle travel and parking pressure, enhancing the employee and visitor experience and increasing traffic safety.

40%

AVERAGE MONTHLY GROWTH RATE

2,000

ACTIVE RIDERS

Solution

In September 2018, ViaVan launched Standort Shuttle at BASF's headquarters in Ludwigshafen. Standort Shuttle allows employees and visitors to request rides when they need them and provides fast and convenient access to all areas of the complex.

“ViaVan’s dynamic ridesharing service... will improve working conditions for our people and is very much in keeping with our ‘Zukunftsbild Werk Ludwigshafen’ (Vision for the Ludwigshafen Site) project, namely to set an example in safety, productivity and innovation.”

– Dr. Uwe Liebelt,
President BASF
European Site &
Network Management
and General Manager of
the Ludwigshafen plant

“Fast pickup,
comfortable vehicle,
friendly driver.
The best!”

– BASF employee

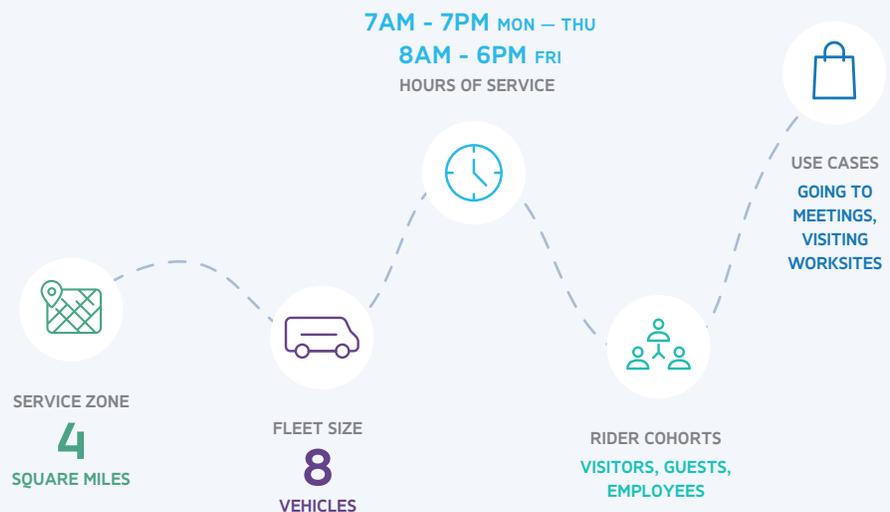
“I used the service for
the first time and got
information from the
nice driver. Perfect
service, perfect app
operation. Thank you.”

– BASF visitor

Solution (cont.)

The service was designed to complement BASF’s existing fixed-route bus service with a flexible system that matches multiple passengers headed in the same direction into a shared, dynamically-routed shuttle, creating more efficient and convenient travel around the site.

The Standort Shuttle operates under Via’s unique Transportation-as-a-Service (TaaS) model: a turnkey transportation solution that provides partners with vehicles, drivers, and operations in addition to our suite of on-demand technology. ViaVan worked in close partnership with BASF’s safety experts to design a solution that accounts for the site’s constantly shifting traffic conditions. The service is free for employees and visitors of the Ludwigshafen Site.



Results

Since launch, Standort Shuttle has grown rapidly to provide nearly 500 rides per day on average. The Shuttle has been popular with visitors and employees and, though ridership has grown rapidly, the average wait time for a vehicle has remained under 8 minutes. The Shuttle has already become an integral part of BASF’s transportation network – in addition to extending beyond site boundaries to provide trips to key locations in the town, Via also integrated with BASF’s fixed-route bus network in May 2019. This integration between fixed-route and on-demand service is one of the very first of its kind in the world. Via’s algorithm automatically calculates a ride proposal based on which vehicle – an on-demand shuttle van or a fixed-route bus – is best-suited to fulfill the trip request based on vehicle ETA, walking distance to the nearest fixed line, and other factors. This ensures that trips are not unnecessarily duplicated, thereby minimizing traffic, maximizing resources, and increasing overall system efficiency.