

# MYshuttle! On demand employees 'shuttle service

Sustainable Development Initiatives

Turin

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## Mobility Management

- to improve employees' commuting
- to raise awareness on eco-friendly mobility
- to meet employees' social needs



## is a constantly evolving tool

- able to adapt itself to the Company new approach
- able to react to the flexible working way #ioLavoroAgile
- able to make people transport more sustainable

# Innovative and disruptive solution



Unique *on-demand* shuttle service for CNHI's employees developed in partnership with Via Technologies

- Flexible: based on employees' needs
- Innovative: based on-demand APP
- Supportive: data update on real-time + dedicated back office
- Sustainable: less CO<sup>2</sup> emissions
- Efficient: modular on request
- Scalable: implementation on all CNH Industrial sites
- For free

# Service features comparison

## Previous Service

@ Stura site



- 1 Iveco Bus Domino
- Seats: 56
- Users avg./day: 80
- Path: fixed
- # stops: 10
- # rides: 13
- Schedule: Fixed
- Ride duration (avg.): 20 minutes

## Since September 1<sup>st</sup>



- 2 Iveco Daily Minibus – Methane Power
- Seats: 22
- Users avg./day: 60
- Path: flexible
- # stops: “on-demand”
- # rides: “on-demand”
- Schedule: based on employee booking
- Ride duration est.(avg.): 7 minutes

# How it works



The user books the ride through the App (service on-demand)



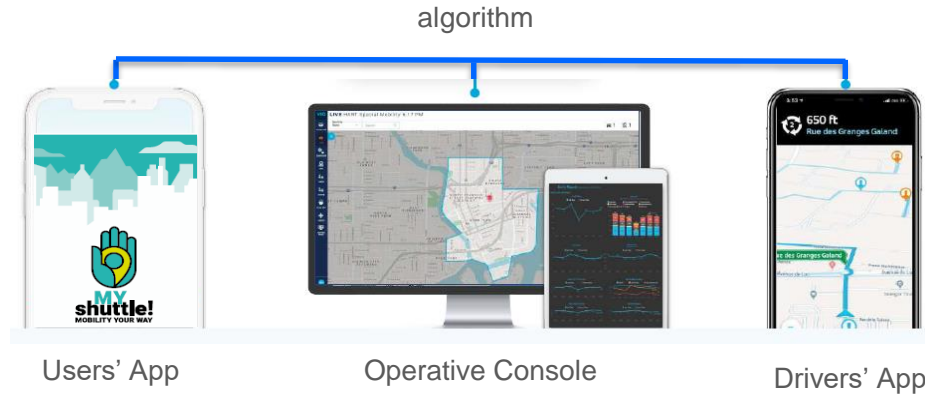
The algorithm of ViaVan assigns the request to the driver



The APP indicates in real time the place and the timing of the pick up



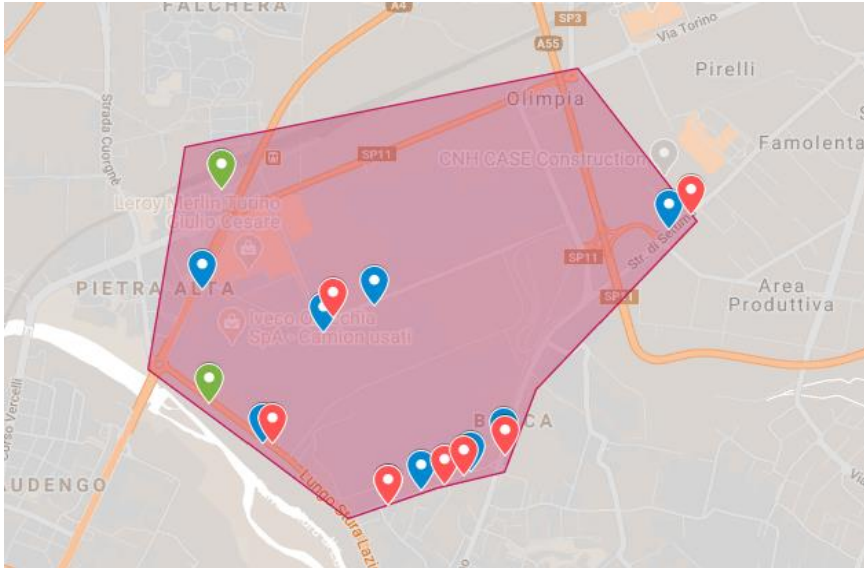
The algorithm edits path/schedule in dynamic way based on number of booking



# Service's area – CNHI Torino Stura



Service's area: - around 5 kmq



## Stops (in front of CNHi Sites entrances):

1. Park Stura (fermata GTT 1541) - Terminal
2. Strada Cascinette/Corso Giulio Cesare (GTT 5011)
3. Strada Cascinette Cambi (GTT 1338)
4. Strada Settimo San Mauro Torinese (GTT 2481)
5. Strada Settimo/Via Puglia (GTT 2560)
6. Via Puglia 59 (GTT 1326)
7. Via Puglia 35 (GTT 1324)
8. Via Puglia 15 (GTT 1322)
9. Lungo Stura Lazio 49 (GTT 1325)
10. Lungo Stura Lazio 45 (GTT 1323)

# Visual Identity



**MYshuttle!**



**MY  
shuttle!**  
MOBILITY AT YOUR SIZE



**MY  
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