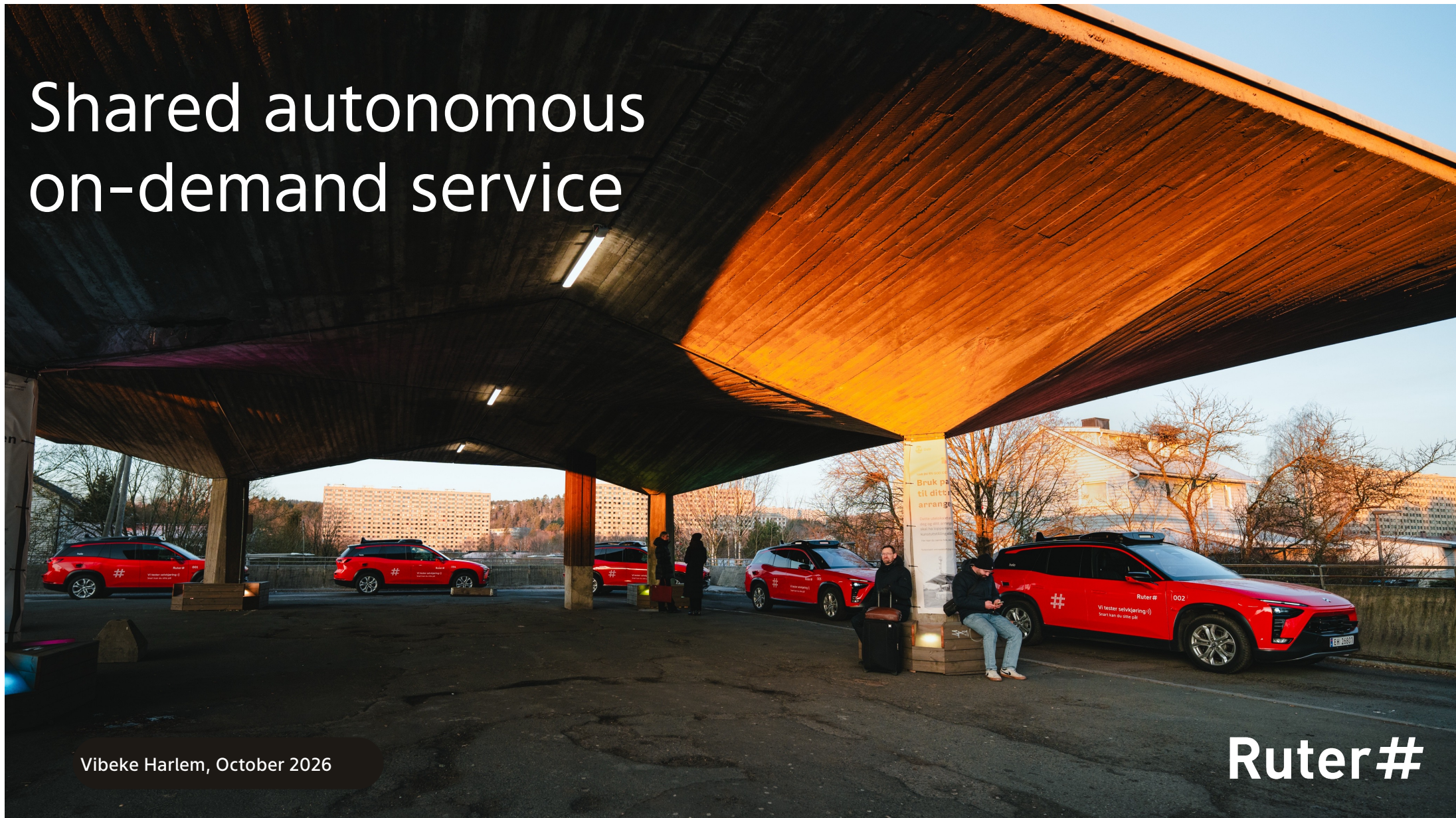


Shared autonomous on-demand service

Vibeke Harlem, October 2026

Ruter#





«Sustainable freedom of movement»

Ruter#

Private cars challenge the sustainability in the Metropolitan region

- Electric car owners drive 5–15% more than fossil fuel car owners
- 8 out of 10 cars in rush traffic contain only one person
- Cars remain stationary for most of the day and take up enormous areas of valuable space



Shared autonomous on-demand services integrated into the mobility system are an essential part of the future of public transportation



Five autonomous projects since 2019



Akershusstranda



Ormøya & Malmøya



Kongens gate



Ski



Groruddalen

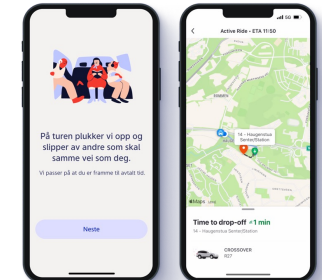
The Groruddalen a test arena

- **22** km² area
- **500** km roads
- **6** vehicles with safty operator
- **80 000** population
- **85 000** workplaces



Shared Autonomous On-demand Service

Operating on all types of roads throughout the year and with customers as a shared service



Through external user testing, we have worked with preparation of digital channels and operational processes

ENOVA



Finansiert av
Den europeiske union



Roundabout



holo Ruter#



enova



Co-funded by
the European Union

We started out with five NIO vehicles and are now piloting with six ID-buzzes with platform and app from MOIA.



1 Vehicles and operation

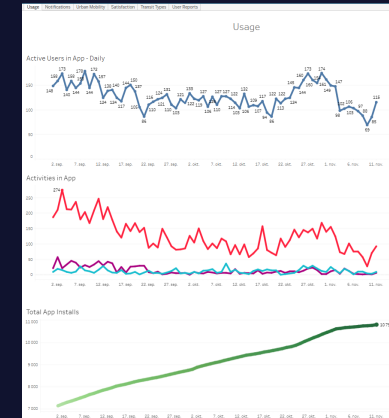
Date start	Date end	Week	Coverage rate 200m (%)	Coverage rate 400m (%)	Coverage rate 600m (%)	Number of PUDOs	Number of passengers	New passengers	NPS Score (4 weeks)
21/07/2025	27/07/2025	30	21,89%	56,18%	78,95%	84	71	5	55,56
28/07/2025	03/08/2025	31	21,50%	55,38%	78,40%	83	64	6	80,00
04/08/2025	10/08/2025	32	22,89%	55,81%	78,54%	89	84	8	76,92
11/08/2025	17/08/2025	33	22,89%	55,81%	78,54%	89	60	5	75,00
18/08/2025	24/08/2025	34	22,89%	55,81%	78,54%	89	109	18	66,67
25/08/2025	31/08/2025	35	23,82%	56,61%	79,78%	91	99	20	66,67
01/09/2025	07/09/2025	36	24,09%	60,21%	81,04%	93	78	17	71,43
08/09/2025	14/09/2025	37	24,97%	62,36%	83,20%	96	75	12	71,43
15/09/2025	21/09/2025	38	24,97%	62,36%	83,20%	96	65	6	50,00
22/09/2025	28/09/2025	39	24,97%	62,36%	83,20%	96	89	11	50,00
29/09/2025	05/10/2025	40	27,37%	64,00%	84,88%	109	93	10	42,86
06/10/2025	12/10/2025	41	29,37%	66,68%	86,34%	116	107	5	52,63
13/10/2025	19/10/2025	42	30,14%	67,20%	86,59%	122	79	8	55,56
20/10/2025	26/10/2025	43	31,11%	68,53%	87,09%	126	96	5	50,00
27/10/2025	03/11/2025	44	48,80%	86,20%	95,37%	124	75	10	55,56
04/11/2025	10/11/2025	45	48,80%	86,20%	95,37%	124	153	14	62,50
11/11/2025	17/11/2025	46	48,80%	86,20%	95,37%	124	192	18	61,11
18/11/2025	24/11/2025	47	48,80%	86,20%	95,37%	124	274	18	75,00

50 TB per day

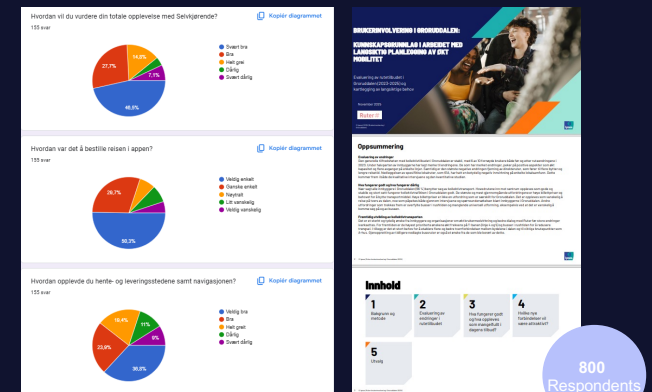
2 App



3 Customer service



4 Customers

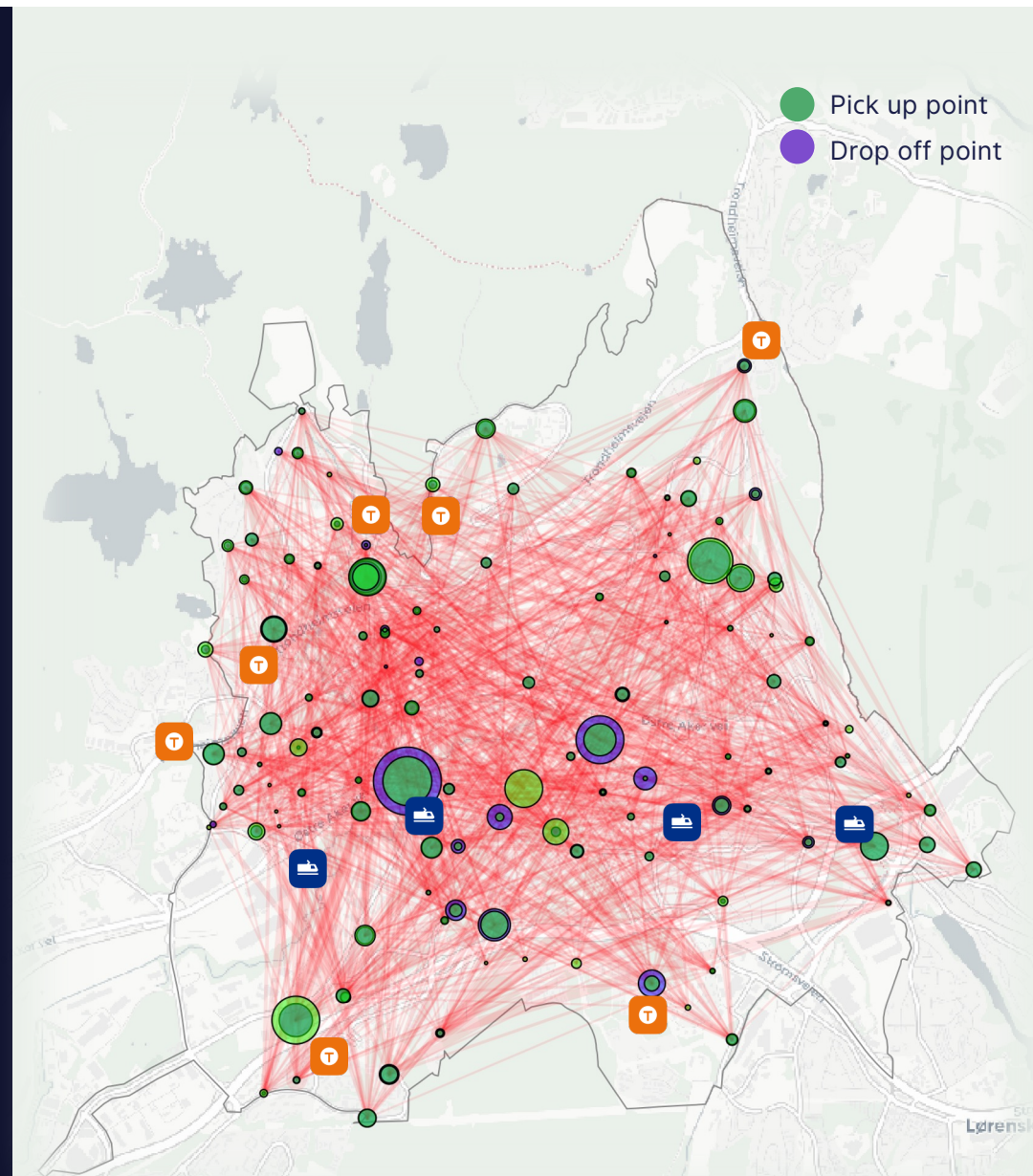


Insights and learnings from service usage

Clear concentration of trips near:

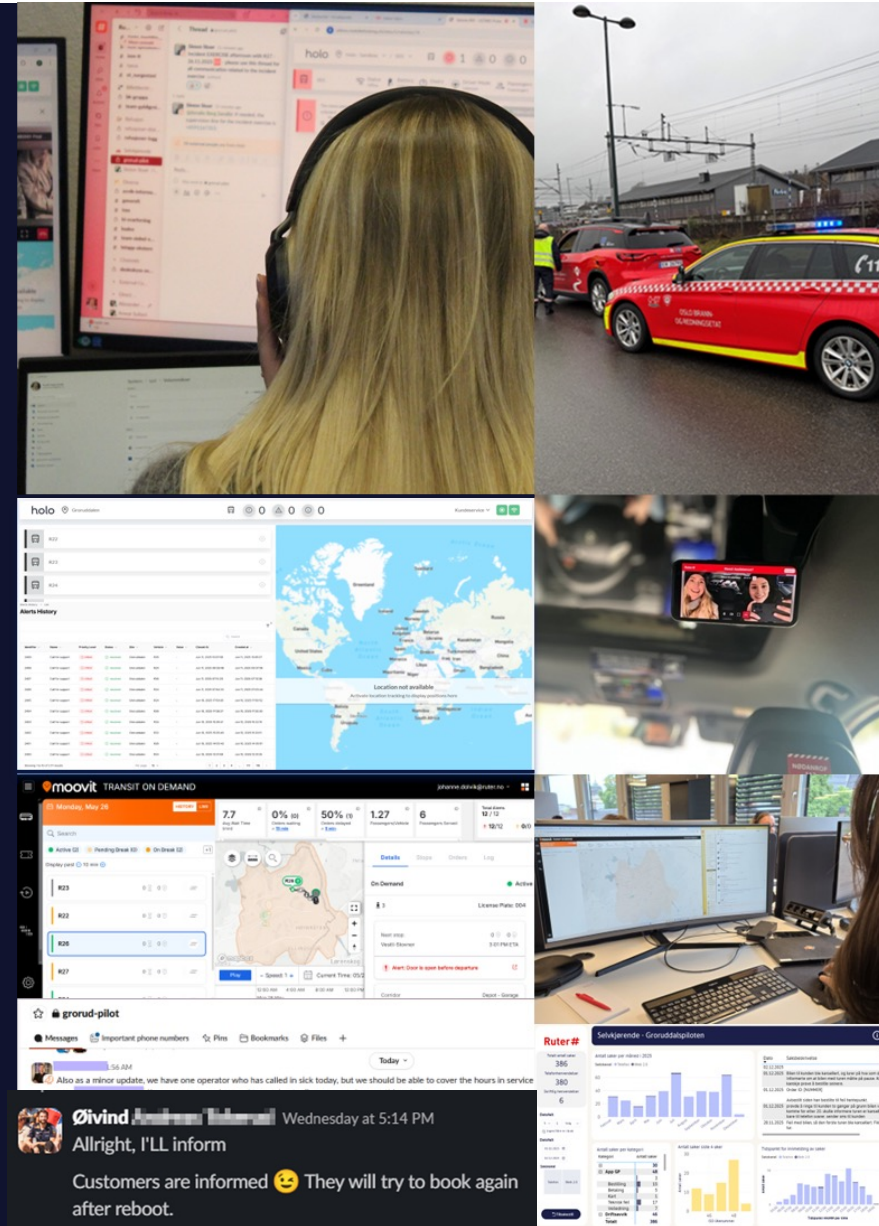
- Metro and train stations
 - Shopping centers
 - Neighborhoods and residential areas
-
- Average Trip distances: 1.8 km
 - Longest: 6.8 km

This indicates that the service complements the existing public transport network by addressing shorter and more flexible mobility needs

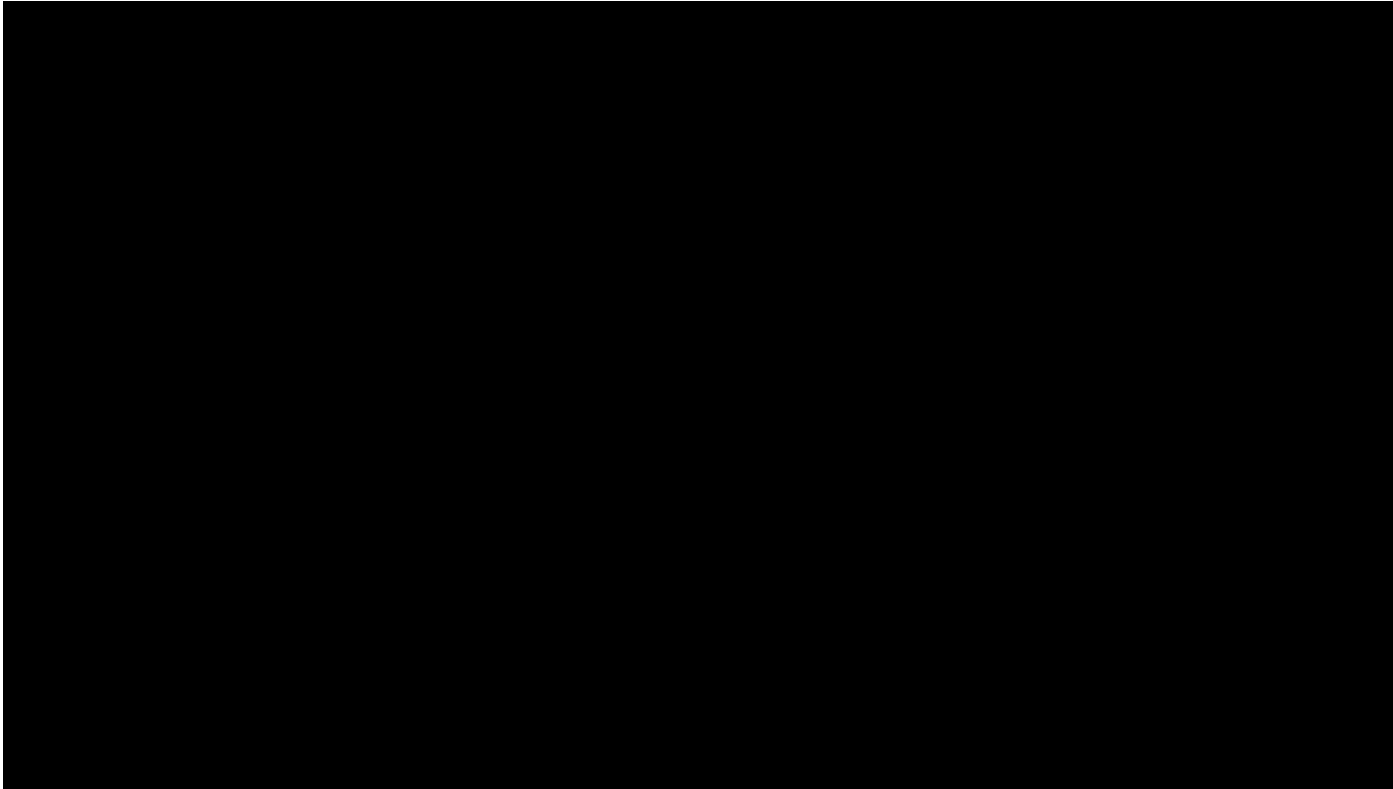


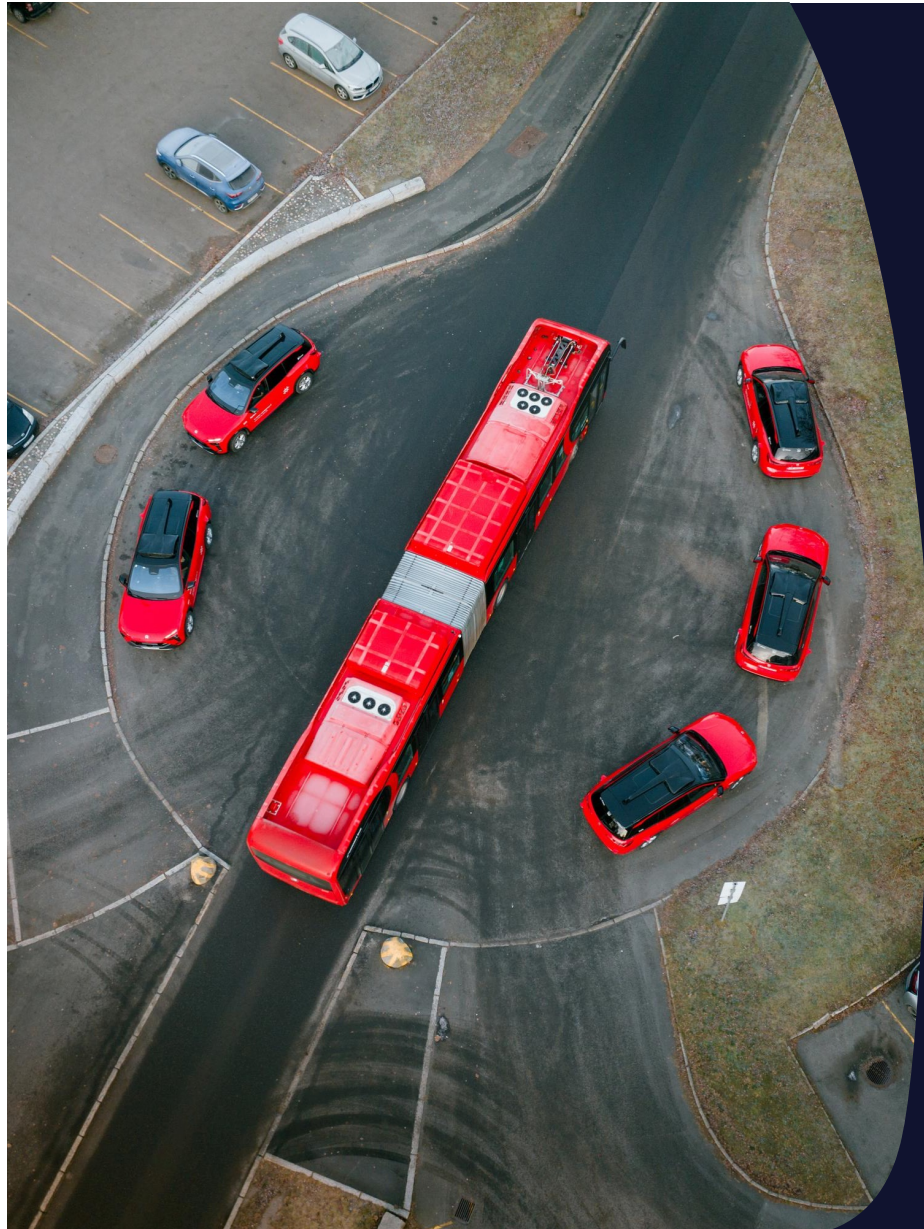
Learnings from the Pilot

- From reactive to proactive customer service
 - Customer service plays a key role in autonomous on-demand transport
- From driver to autonomy requires new skills and communication channels
- Actively utilises data to continuously improve the service



Winter Condition





"It fits perfectly into my everyday life, and when I can choose something that is both practical and sustainable, I'm happy to do so"

- Ukeje (Regular customer)

Ruter#



The Next Phase for Shared Autonomous Services in Oslo

We are in active market dialogue with the global AV industry to build a commercial, integrated autonomous service for the Oslo region — the operation visitors can experience in 2029.

Ruter#

30 000 Shared Autonomous Vehicles Could Replace 600 000 Private Cars in the Oslo Region.

This could in turn...



Free up green space –
~184 football fields



Reduce annual CO2 emissions



Time to read, play or hang out
with friends and family

Three key takeaways

1. Autonomous mobility designed as a service
2. Moving from pilot to scale means changing the whole system
3. Success depends on people





Thank you!

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