

New VW firm to focus on mobility services like ride sharing

December 5 2016

Volkswagen is launching a new company dedicated to car sharing and other "mobility services" in which people may need a ride but don't necessarily want to own the car.

The German auto giant has set up a stand-alone enterprise, MOIA, which will be headquartered in Berlin and will "connect the car with the new mobility world." It intends to challenge traditional notions of how to get around, particularly in cities.

The company, which launched the company at a tech conference in London, has already invested in a ride-sharing app and is also focusing on the pooling business.

The company said Monday that the "objective is holistic transport solutions that make individual transport and public transport more effective, thus avoiding unnecessary journeys and optimizing use of the existing [road infrastructure](#)."

© 2016 The Associated Press. All rights reserved.

Citation: New VW firm to focus on mobility services like ride sharing (2016, December 5) retrieved 18 April 2024 from <https://phys.org/news/2016-12-vw-firm-focus-mobility.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--