



## Nobina to be a partner in the Drive Sweden innovation programme

**Nobina is to become a partner in Drive Sweden, a strategic innovation programme aimed at developing mobility solutions of the future. The programme was started on the initiative of the Swedish Government and is financed by the Swedish Energy Agency, the Swedish Research Council Formas and Sweden's innovation agency Vinnova.**

"We look forward to participating in this important development work together with Drive Sweden and in partnership with others. Nobina's objective is to contribute to increased mobility and an enhanced travel experience, thereby benefiting those who travel by public transport and those who don't, as well as our PTAs and society in general," says Nobina's President and CEO Ragnar Norbäck.

Drive Sweden cooperates with all sectors of society in order to create mobility for the next generation. The vision is to promote the development towards an automated transport system based on digitalisation and servicification, thereby creating a sustainable society and strengthening Swedish business internationally.

"We welcome Nobina as the first service provider partner in Drive Sweden. Innovation cooperation is fundamental for developing transport systems for cities of the future. By combining developments within information and communications technology, policy, urban planning and self-driving vehicles, Sweden can be the leader within the development of automated transport systems for mobility of the future", says Jan Hellåker, Programme Manager Drive Sweden.

Nobina is initially participating in two parts of the programme: Mobility as a Service (Maas) and Public Transport.

### **For more information, please contact:**

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### **About Nobina**

*Nobina is the largest and most experienced public bus transport service provider in the Nordic region. The Company's expertise in prospecting, tendering and active management of public bus transport contracts in combination with long-term delivery quality makes Nobina an industry leader in terms of profitability, development and initiatives that promote a healthier industry. Every day, Nobina ensures that more than one million people arrive at work, school or other activities by delivering contracted public bus transport services in Sweden, Norway, Finland and Denmark. In addition, Nobina offers express bus services under the Swebus brand in the Swedish market. The Company has approximately 7,600 full-time equivalent employees and is headquartered in Stockholm. For more information, visit: [www.nobina.com](http://www.nobina.com).*

### **About Drive Sweden**

*Drive Sweden is a strategic innovation programme that brings together the best in the area, from all sectors of society. We work closely together to make optimal use of all possibilities, as well as addressing any challenges encountered along the way. These may, for example, involve road safety, infrastructure adaptation, and legislation requiring updating. The Drive Sweden innovation programme started in the spring of 2015 and is financed by the Swedish Energy Agency, the Swedish Research Council [Formas](#) and Sweden's innovation agency [Vinnova](#). [Lindholmen Science Park](#) is hosting the programme.*

Read more about Drive Sweden here <http://www.drivesweden.net>