

## **Tobias Fischer**

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### **Speaker Qualifications**

Dr. Tobias Fischer is responsible for the field Mobility and New Products in the department Passenger Transport Strategy of the DB Mobility Logistics AG.

He studied transport economics at the TU Dresden and began his career within Deutsche Bahn as a business analyst for strategic development of the rail freight and logistics branch of the company. This was crucial for his dissertation "Business models in transport chains of European rail freight" at the WU Wien.

Later he became a project leader for the internationalization strategy of passenger transport for Deutsche Bahn. He is also a speaker for internal strategic trainings in the company.

## **The mobility strategy of the Deutsche Bahn AG**

### **Abstract**

The Deutsche Bahn AG has evolved from a traditional railroad enterprise into an intermodal mobility and logistics service provider. The customers of Deutsche Bahn do not only demand transport from station to station, they also expect door-to-door solutions including rail as well as other modes of transport. To accomplish this, Deutsche Bahn's affiliate the DB Mobility Logistics AG offers a variety of mobility elements which can be combined flexibly, completing themselves like a jigsaw puzzle: DB Carsharing, Flinkster and Call a Bike as well as the City Ticket, which comprises a connection journey with local public transport are elements of this product portfolio. A strategic emphasis is on merging different mobility elements into mobility solutions from one source. Behind this lies the vision to position Deutsche Bahn as a leading mobility service provider that can fulfill almost every mobility need of its customers. This can only be managed with intelligent communication and information technologies that enable the linkage of different means of transport and simplify access to the system. First steps in this direction include the launch of a built-in booking facility for additional (non-rail transportation) offers on DB's website [www.bahn.de](http://www.bahn.de) and testing of E-ticketing via Touch & Travel.