

Carpooling as a Complement to Public Transport

Results and learnings from the carpooling service Samenrijden partnership



**Prepared by Karos Mobility GmbH
for Brainport Breikbaar**

Partnership period:

First phase: Oct 2024–Jul 2025

Extension of the partnership: Aug 2025–Jul 2026

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bereikbaar

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1. Executive summary

The first phase of the Carpool Service „Samenrijden“ began in October 2024 and ran till August 2025. An extension of the partnership started in August 2025 and ended July 2026. Throughout the partnership the project was accompanied by applied research from Fontys University of Applied Sciences, whose partial results inform several findings in this report.

What the partnership demonstrated

- **A functioning network was built and scaled.** The Carpool Service „Samenrijden“ reached more than 9,000 carpool trips and around **320,000 shared kilometers** between August 2025 and July 2026. Including the first phase from October 2024, the total across the full partnership period exceeded **12,300 trips**.
- **Employer anchoring works.** Large employers such as DAF Trucks, the Anna hospital in Geldrop and the Catharina hospital in Eindhoven activated the service, with DAF the largest single source of Karos trips during the partnership.
- **Carpooling fills a gap public transport structurally cannot.** The strongest usage is on employees commuting into industrial sites and along the A2/A67 axes, where public transport is thin and expansion is expensive. **Research by Fontys University confirms that carpooling adds to public transport without taking riders from it.**

What the partnership taught us about integration

Over the partnership, carpooling delivered its value first as a complement to public transport, closing coverage and peak-time gaps that fixed lines serve least well. Deeper forms of integration, such as shared physical infrastructure, ticketing alignment and a presence in MaaS, each depend on a foundation being in place first.

The central learning

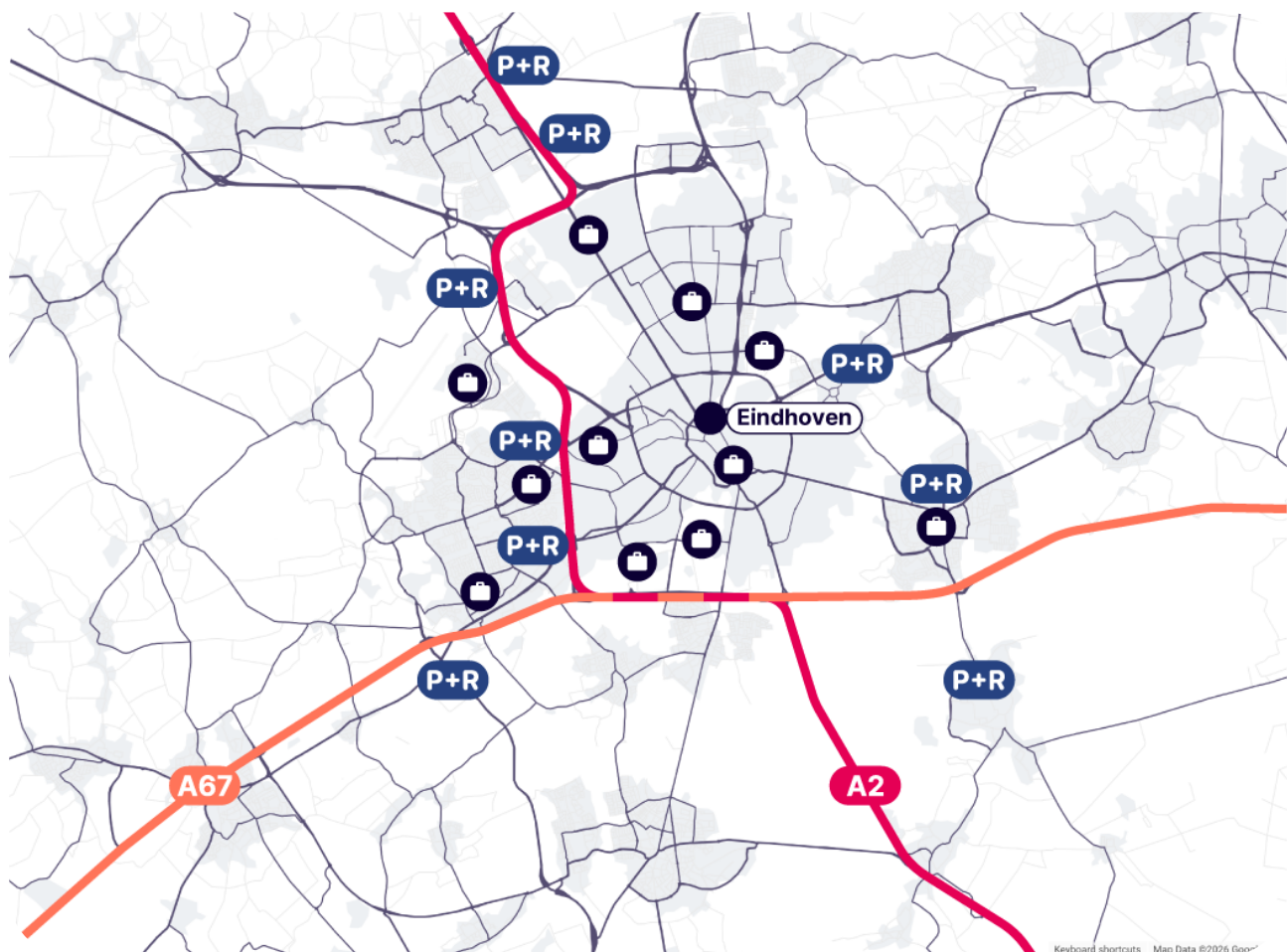
The partnership confirmed a sequencing insight, and with it a clear picture of where carpooling stands in the Dutch market. The project confirmed strong demand for carpooling in the region and a high potential still to be tapped. The Netherlands is fertile ground for shared commuting. The employer-anchored model Karos operates proved effective at turning that demand into real, verified usage. MaaS and full ticket integration are a long-term destination, but the value in the project came first from getting the complement right: a publicly provided pricing model, employer activation, and a design that supports existing public transport lines. Employers are the route to critical mass, though the project also showed that the business case for them needs to be stronger, or better supported by the public authorities, for participation to become durable.

The overarching lesson is that carpooling does not compete with public transport but completes it.

2. The mobility context

Brainport region is one of Europe's leading high-tech and industrial ecosystems: 21 municipalities, more than 800,000 residents, and the home base amongst others of ASML, Philips, DAF Trucks and the High Tech Campus. Its economic strength is also a challenge for the mobility sector.

- The A2 and A67 motorways are among the most heavily loaded corridors in the country, with daily congestion around the main employment sites.
- With Eindhoven at its economic heart, the Brainport region is an attractive place to live, and its steady population growth (+0.81% in 2025)¹ continually increases the need for efficient mobility solutions.
- Many industrial areas and smaller municipalities have only limited public-transport access; the majority of employees commute by car.
- Peak-hour, site-specific commuter flows are the hardest for scheduled public transport to serve well, because a fixed line to an industrial estate sits largely idle off-peak while extending it or raising frequency stays expensive. Carpooling fills exactly this gap.



1: <https://www.macrotrends.net/global-metrics/cities/21935/eindhoven/population>

Figure 1: Eindhoven and the surrounding region, with the main motorway axes (A2, A67) in red, major employer sites, and examples of existing P+R locations.

3. What the partnership achieved

3.1 Highlights at a glance

The Carpool Service „**Samenrijden**“ started in **October 2024**, building on the first phase till July 2025. Over the project it grew into a live carpool service anchored in the region’s largest employers and concentrated on the corridors where traffic is the highest.

The headline outcomes:

- **A network at scale:** more than 12,300 carpool trips, around 440,000 shared kilometers and 57,0 t CO2 avoided between October 2024 and July 2026.
- **Anchored in major employers:** DAF Trucks, OBGB business park (including big companies like VDL), de Hurk and Catharina Ziekenhuis (Eindhoven), with DAF alone accounting for a large share of all Karos trips in the region. Over 22 months, nine employers in total took part in building the carpool network.
- **Focused where public transport is thin:** strongest usage on industrial-site commutes and the A2/A67 axes.
- **A safe, verified service:** trips are matched and verified, giving the region auditable usage data

3.2 Building a carpool network in the region Brainport Bereikbaar.

Across the whole partnership, the network grew steadily from a standing start. The map below shows the resulting network, with heavily used motorways such as the A2 and A67 connected by thinner lines to smaller municipalities.

The chart below shows the monthly development of carpools over the full period.



Figure 2: Monthly carpool trips, October 2024 to July 2026. The pilot phase (Oct 2024 to Jul 2025) built the network foundation; the extension of the Samenrijden service (Aug 2025 to Jul 2026) delivered more than 9,000 trips, bringing the total across the full partnership period to more than 12,300.



Figure 3: The Brainport service area is shown in dark green. Blue lines show completed carpool trips; thicker lines mean more trips, most visibly along the A2 and A67.

Results of the extension phase (August 2025 to July 2026)

Focusing on the extension phase the headline figures are:

Carpools	+ 9,000
Shared distance	~ 320,00 km travelled together
CO ₂ emissions avoided	~ 43,0 t
Anchor employers	DAF, OBGB, de Hurk, Anna Hospital, Catharina Hospital

Table 1: A carpool is defined as the number of passengers transported.

3.3 Employer activation is the trust engine of a carpool network

A core reason commuters struggle to carpool, in this project as in other regions, is finding the right people along their route. Implementing carpooling at the employer level solves this. Other European markets, France and Germany for example, have successfully built carpool networks on an employer-based model. Each employer has its own reasons or pain points that make carpooling attractive, with insufficient accessibility or parking pressure being two common examples.

The employer-anchored model was therefore implemented in the Brainport region as well, and the results confirm that it works here too. When a large employer brings a dense, recurring commuter base onto the platform, carpooling reaches critical mass quickly.

- **DAF Trucks** became the flagship when it launched at the end of March 2025. As a single industrial employer with a big share of shift workers, it generated a large share of all trips in the project, proving the model at the scale the region cares about.
- **Two hospitals** (Anna Zorggroep and Catharina Ziekenhuis) showed the approach works beyond heavy industry, reaching large public-adjacent employers with shift-based commuters that public transport serves poorly.

- **Automotive Campus** was the first customer Karos started with in the region, a business park with around 1,250 staff. It showed that the model works from the very first anchor and does not depend on a single large site to begin.
- **Business parks** play an important economic role in the Brainport region and bring together many employees at a single location. The first commercial agreement was reached with the OBGB business park, an encouraging first signal for the relevance of carpooling and accessibility at business parks. The joint marketing campaign (see chapter 3.4) by Karos and Brainport Bereikbaar at OBGB underlines the ambition to make carpooling work in this setting.
- **Gemeente Helmond** underlined its ambition to launch innovative mobility services and became the first municipality to join the partnership, in February 2025. The municipality has also plans to implement dedicated parking spots for carpooling.

For the region this is the load-bearing insight. Where a major employer activates, usage follows quickly. **The employer is the distribution channel that makes carpooling efficient to scale.**

3.4 Employee activation via a strong project management

A strong, creative and consistent project management is key to transform solo-drivers to carpoolers. Carpooling naturally has a strong barrier since it requires interacting with potentially unknown people. Among an attractive pricing model and a frictionless user experience this is best addressed through creative and repetitive communication (e.g. on-site promotions) from the employer supported by the service provider.

Another example of strong project management is the set of marketing campaigns run during the “Samenrijden” project. **The first campaign** launched at the start of the partnership and targeted employees of major companies (High Tech Campus, Flight Forum, Automotive Campus, OBGB). It was a broad public campaign using Spotify ads, roadside boards and posters at bus stops.

Two lessons came out of it:

- **Mass marketing does not build a network.** The target group was too broad, which produced many registrations but few actual carpools, because the match quality was poor.
- **The call to action was not clear or strong enough.** The campaign successfully raised awareness about carpooling, but did not clearly communicate the value of using a carpooling app. At the time, Brainport Bereikbaar promoted two different apps, so users were redirected to the Brainport Bereikbaar website, where they had to understand which app was most suitable for their situation before downloading it. **This created unnecessary friction in the user journey:** instead of a direct and simple call to action to download Karos, users faced an additional step and a potentially confusing choice between two apps.

A second campaign was run specifically at OBGB to generate carpools at a business park where people from several companies commute to the same location. This was of particular interest for the Samenrijden project, since the Brainport region has a high number of business parks.

Again, two lessons stood out:

- **Employers are the key to traction.** Carpools were generated only at the one company that ran the campaign together with Karos. A separate public campaign across the wider business park had no visible effect.
- **The major companies have to take part.** To generate carpools in relevant numbers, ideally all companies at a business park, or at least the largest ones, need to join a shared campaign.

Key learning:

Future campaigns should combine awareness about carpooling with a clear explanation of the value of the app and a direct, frictionless call to action to download Karos.

Examples of the IIm-Kreis and Gendorf project, Germany

Within IIm-Kreis at the business park “**Erfurter Kreuz**” with **12,000 employees**, several major companies took part in a joint carpooling project with Karos. That raised the appeal for employees significantly and produced more than **37,000 carpools** since it began in February 2025.

Gendorf is not a typical business park but a cluster of twelve manufacturing companies. Seven of them, including the largest employers, agreed to launch a carpool service, and communication for all **3,250 employees** across the seven is organised centrally by one company. **That central coordination makes campaigns far more effective**, and more than **17,700 carpools** have been generated since it began in September 2024.

3.5 Cost efficiency: investment per passenger-kilometer

For a public funder, the figure that matters is the public cost behind each trip. The project's evaluation modelled the operating investment per passenger-kilometer. It compares well with conventional public transport in comparable low-density areas, and improves as volume grows, because the service costs (license fee, project management, trip funding) are spread across more trips. On the model's assumptions (annual licence €50,000; driver payment €2.00 per car-pool trip; average trip 35 km), the invest per passenger-kilometer falls as the network scales:

Seen against other modes and markets, the figures place carpooling at the low-cost end of public mobility provision:

Share of newly induced trips	10,000 trips/year	30,000 trips/year	60,000 trips/year
50%	€ 0. 40	€ 0.21	€ 0.16
70%	€ 0.28	€ 0.15	€ 0.12
90%	€ 0.22	€ 0.12	€ 0.09
100%	€ 0.20	€ 0.10	€ 0.08

Table 2. Source: Fontys evaluation. The table shows how the public cost per passenger-kilometer changes with two factors, namely how many trips the network carries and how many of those are genuinely new (car-replacing) rather than trips that would have been shared anyway. At scale, and with a high share of new trips, the investment per passenger-kilometer falls toward €0.08 to €0.12.

Cost comparison at a glance

Brainport:	around €0.08 to €0.12 per passenger-kilometer at scale, based on the Fontys model.
Strasbourg, France:	about €0.15 per passenger-kilometer in a running public scheme.
German market:	roughly €0.22 per kilometer, based on a different cost-sharing approach.
Regular bus service in Germany:	approximately €0.45 to €0.50 per passenger-kilometer.

3.6 The conversion challenge

The partnership also surfaced its most important commercial learning. Strong operational results did not translate as readily as hoped into signed employer commitments, and conversion from active usage to durable, funded participation fell short of the ambitions set at the outset. This is a learning about how carpooling services need to be set up and funded, not a reflection of how the service performed in daily use, which was positive.

Seven factors stood out:

- **Value recognition does not equal willingness to pay.** Employers valued the service, but commitment was harder to secure where commuting was not an acute, budgeted pain point.
- **Clarity of the funding model matters.** Where the co-funding logic and any fee were not explained simply and early, they created uncertainty, particularly for public-adjacent organisations.
- **A clear definition of success** and a path to durable participation are best established before launching a project and not during one.
- **Tax treatment is unresolved.** It remains unclear under Dutch tax law whether employer-funded carpool trips would count as a taxable benefit for employees, and this open question creates uncertainty on the user's side.
- **Funding is seen as an extra cost.** In the Netherlands, employers can already provide a tax-free commuting allowance of €0.23 per kilometer to all employees. Because this reimbursement is well established, many employers do not yet see why they should invest in carpool funding on top of it, so communicating the added value of carpooling beyond the existing allowance is an open task.
- **The Netherlands is a young market for organised carpooling.** Compared to more established markets, the habit of structurally sharing commute trips is still emerging, and carpooling is not yet a recognised line item in most corporate mobility budgets. This market maturity gap is part of the structural explanation for the conversion challenge and will take time to shift.
- **The prospect of a regional tender hindered short-term commitment.** For some organisations, the announced prospect of an upcoming public procurement process created a reason to wait. Entering a partnership today carries uncertainty if a tender may bring different conditions or a different provider in the near future. This effect was specific to the timing of this project period, not to the performance of the service itself.

Why this matters for the region

The service worked, and throughout the partnership it showed its potential, improving accessibility for employers and complementing public transport, to name just two examples. The open question is how funding and commitment can be structured so that proven usage becomes a lasting part of the regional mobility offer.

4. Where carpooling works best

Carpooling scales where recurring, high-density commuter flows meet weak fixed-line alternatives, an observation that holds across European markets. In Brainport this fits the main motorway axes and the industrial clusters they feed. Looking ahead, this picture could extend into a scenario in which more and more medium-sized and smaller employers take part, creating an even broader network that also covers minor motorways and local roads.

4.1 Where the case is strongest

- **A2 / A67 axes:** the region's most congested corridors, feeding the major employment sites from long distance (+50 km). High recurring volume, limited public transport substitution, existing carpool P+R along the route.
- **Industrial and campus clusters:** large single-site employers (DAF, High Tech Campus, hospitals) generate the dense, repeatable home-to-work patterns carpool matching needs to reach critical mass.
- **Business parks** are among the strongest corridors, such as Eindhoven to Bladel. One reason is structural, as production workers commute daily to fixed shift times with no attractive public-transport alternative on that route. The same pattern appeared in the Strasbourg Aut'Hop project, where hard-to-reach industrial zones such as Illkirch and Schiltigheim were exactly where carpooling closed the gap to public transport.
- **Cross-province Noord-Limburg corridor:** a structurally relevant extension where commuting crosses the provincial border into Limburg, which shows that commuting patterns do not follow administrative borders, and therefore need to be planned across provinces where relevant.

Example from the Frankfurt project (traffiQ, Germany)

In a dense economic hub comparable to Brainport, with major employers such as Fraport and Siemens and the airport as a logistics hub intensifying commuter flows, carpooling was added to relieve pressure on commuter corridors around large employers. The project reached over **3,500 registered users and more than 25,000 carpools**, and it shows that the corridor logic described here also holds in a high-density metropolitan setting.

Some of the top routes also cover long distances, for example Eindhoven to Wageningen at approximately 87 km. This is one reason the average commuting distance here is relatively long at 35 km, compared with 25 to 30 km in other Karos projects.

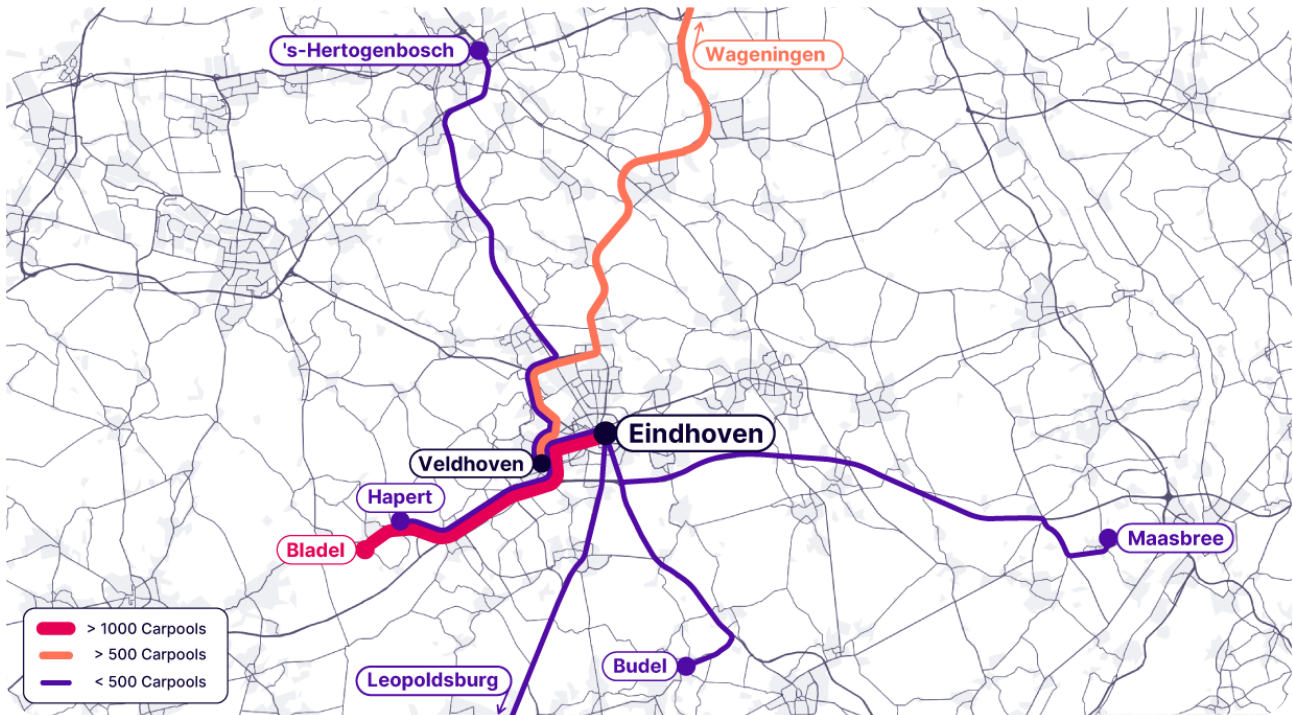


Figure 4: top routes by number of trips during the partnership (October 2024 to July 2026).

Most active locations in the network

Trips starting (origins) and ending (destinations) at each location during the Samenreiden period.

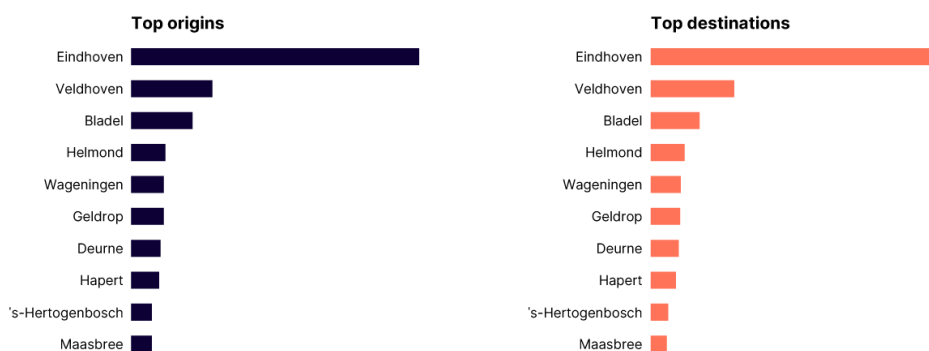


Figure 5: The most active origin and destination locations during the full partnership. Eindhoven dominates both, and the top origins mirror the top destinations. This is a common pattern for a commuting service.

Evidence status

This corridor picture is qualitative, based on where the partnership's usage concentrated and where the anchor employers sit. A quantitative flow analysis (origin-destination volumes, modal split and public-transport substitution rate per corridor) would sharpen it into a full prioritisation.

5. Physical integration via Park & Ride

Physical integration is where carpooling becomes visible, legible and habitual in daily life. Digital matching works best when it is anchored to points of interest on the ground.

5.1 Current carpool infrastructure in the region

During the partnership, the region's official carpool parking sites (carpoolplaatsen) along the main axes were made selectable in the Karos app, so users could choose them as meeting points to form a shared ride. This was a first, practical step toward physical integration.

Two observations qualify this. First, most of these sites sit at motorway exits without a nearby public-transport connection, so they serve carpooling more than intermodal chaining. Second, interviews during the project indicated that the people using them were largely residents of the wider region making longer, non-daily trips (events, congresses) rather than regular Brainport commuters. For short in-region commutes the detour to a shared meeting point is often not worth it.

Recommendation for next steps

Crucially, we do not yet have evidence on how intensively these sites were used through the service, or whether their overall occupancy rose measurably over the partnership. Establishing that would require dedicated measurement like physical on-site integration (signage, promotion, adapted layouts) to accompany the digital service. Brainport Bereikbaar's work on mobility hubs points in exactly this direction.

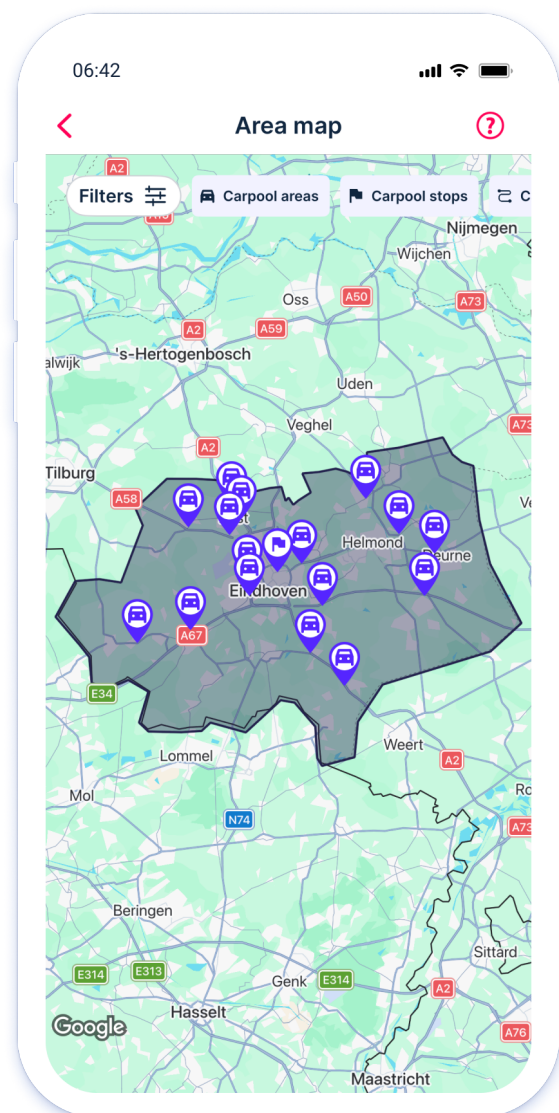


Figure 6: Visualization of Park & Ride inside the Karos App. The Brainport service area is shown in black.

6. Integration options of carpooling and public transport

As noted earlier, pressure on the existing mobility infrastructure in the Brainport region is rising steadily, and new solutions are needed to address it. The partnership therefore examined a specific question, namely if and how carpooling can be integrated with public transport. This section sets out the available options, not as a fixed sequence every region must follow, but as a recommendation, roughly in the order in which each becomes worthwhile. Two of these integrations are already live in the Karos product today; the others describe what becomes possible as a network matures.

6.1 The prerequisite is a trip funding

Before any integration question, one condition has to be held. A carpool network only builds if trips are funded, a requirement that every successful Karos project meets. Funding creates the starting point that makes matching work. Without it there are too few rides for the service to become useful, and the network never reaches the density where the options below start to pay off. Every option in this section assumes this foundation is in place.

6.2 What has been already implemented

Two concrete integration steps were put in place during the partnership. They are a first step, and they show that carpooling and public transport already hand off to each other in the product today:

- **Redirect to 9292*:** When the Karos app finds no carpool match for a requested trip, it redirects the user to the 9292 journey planner for a public-transport alternative, so a traveller is never left without an option.
- **Park & Ride in the app:** The region's official Park & Ride (carpoolplaatsen) were made selectable in the Karos app (see figure 6) as meeting points, linking the physical infrastructure to the digital matching layer.

*9292 is the national journey planner for public transport in the Netherlands, widely used to plan door-to-door trips across train, bus, tram and metro. Linking to it means a traveller without a carpool match is handed straight to the best public-transport option.

6.3 Intermodality improves visibility and provides information

The next step is to make the two modes visible to each other. Showing public-transport options alongside carpool options, and linking carpool meeting points to nearby Park & Ride and stops, increases the information density available to the traveller and makes intermodal trips (a carpool leg plus a public-transport leg) easier to plan. This is a presentation and information step; it does not require deep technical coupling.

6.4 Ticketing: a promising lever

Looking further ahead, aligning ticketing and pricing is potentially the strongest lever for tying carpooling and public transport together. It is where the two modes could feel like a single system to the traveller. Experience in other markets points this way. In Germany, for example, ticketing-level integration is emerging as a meaningful mechanism for connecting shared mobility with public transport. This is especially the case in a combination of big employer sites and suburban and rural areas where the number and quality of services of public transport naturally decreases. The commutes to Bladen and Budel could be two possible scenarios in Brainport Bereikbaar region. Generally, for the Dutch context the experiences from the German market remain to be worked out, and would need to build on existing regional ticketing arrangements.

6.5 MaaS integration: should be built on a working network

Brainport's underlying question is whether carpooling can appear inside a regional MaaS environment to address increasing mobility challenges in an economically strong region. The answer is yes: Karos already integrates carpooling into MaaS in markets such as France and Germany, so the capability exists and is proven.

The important qualification is one the partnership itself confirmed. MaaS is not what creates a carpool network, it builds on one that already exists.

Example from the Strasbourg project (Aut'Hop, France)

In France's densest public-transport network, carpooling was set up as an extension to trams and regional buses. Within six months it reached **over 8,700 users and 50,000 carpools across 270 municipalities**, and up to 14% of all trips were intermodal (43% connecting to tram stops, 33% to bus lines, 22% to regional buses). The regional deputy for mobility described it as a natural extension of the network that raises its capacity without creating competition.

Example from the Hamburg project (hvv and Airbus, Germany)

The Hamburg transport association integrated carpooling directly into its tariff by tying it to the hvv Klimaticket, so **ticket-holders ride along for free daily**. Accompanying market research points to an increasing attractiveness of transit passes. Hamburg shows in practice what this section argues, namely that **ticketing integration is the lever that lowers the barrier and drives multimodal use**.

In short

The integration options run from a funded, working network (the prerequisite), through visibility and Park & Ride linkage (already begun), to ticketing and MaaS as later, higher-value steps. Karos can deliver MaaS integration where it makes sense, but the network has to come first.

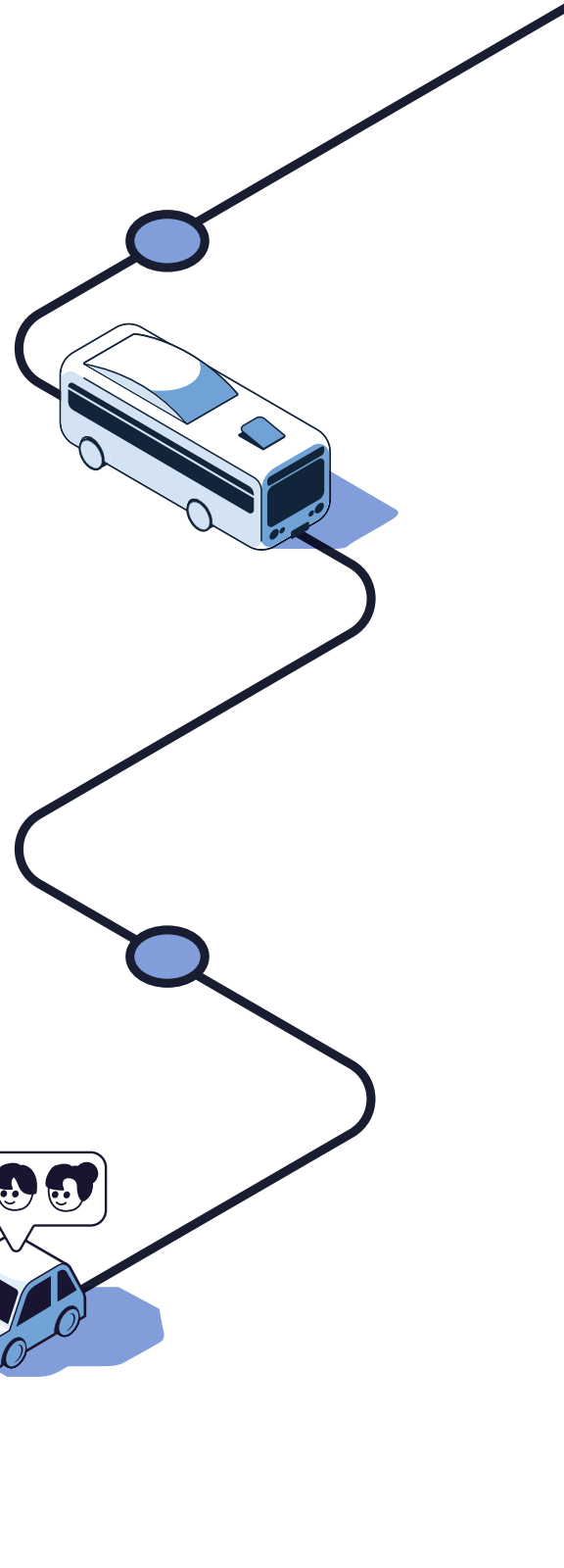
7. Carpooling as a complement to public transport

A legitimate public-sector concern is that any mobility services next to train and bus could draw riders away from viable public transport lines or neighbourhood-bus services. This question was therefore addressed during a research project with Fontys University of Applied Sciences.

7.1 What carpooling contributes to public transport

Carpooling should be funded where it adds coverage to public transport, not where it duplicates it. In practice this means excluding funding for carpool trips that already have a good public transport alternative, and steering co-funding toward the gaps which are the peak-time, low-density and site-specific flows public transport serves least well.

This can be made concrete when trips are screened against a live public-transport journey planner, so that co-funding logic is transparent.



7.2 Research shows that carpooling does not substitute public transport

The research by Fontys University of Applied Sciences, conducted in the context of the partnership, reached a central finding that matters for this concern, namely that carpooling does not substitute public transport. Its users are, in the main, people who would otherwise drive alone and are not people drawn away from bus or train. Carpooling therefore adds to the existing sustainable-mobility.

The evaluation quantified this. For each carpool trip actually made, it checked whether a public-transport journey would have been possible at that time, and how much longer it would have taken (the detour factor):

- **Public transport is far slower on these trips:** on average it would have taken roughly twice as long as the direct journey (detour factor 1.9 to 2.5, depending on whether a bicycle is used for the first and last leg).
- **Almost none had a competitive public-transport alternative:** only 3.6% of trips had a broadly competitive option (detour factor below 1.5) without a bicycle; even counting bicycle access at both ends, only 16.1% did.
- **Combined use with public transport is limited:** of the roughly 10,000 trips analysed, only about 419 began or ended within 200 metres of a station or bus hub.
- **Many carpool users start early shifts,** when public transport barely runs, so carpooling steps in where no real alternative exists.

In short

Carpooling mostly serves journeys that public transport cannot realistically cover, which is the clearest evidence that the two are complementary.

Where carpooling does touch public transport, it does so as a feeder. In the comparable Strasbourg project, 14% of carpool trips connected travellers to a tram or bus stop, so the small overlap the Fontys data shows is complementary, not competitive.

Together, the Fontys evidence and the practical case for deeper integration lead to one conclusion. **Carpooling works alongside public transport, not against it,** and that is also why integrating the two at the level of ticketing holds real opportunity.

8. Positioning: carpooling vs. vanpooling

Brainport Bereikbaar also promotes vanpooling which is an organised collective transport, often with a provided vehicle and regular drivers. Evaluating how these two services could relate was part of the project.

Dimension	Carpooling (Karos)	Vanpooling
Nature	Flexible, peer-to-peer, uses existing cars	Structured, corporate-organised, dedicated vehicle
Cost profile	Lower marginal cost; scales with existing capacity	Higher fixed cost per vehicle/route
Deployment	Fast and comparatively easy deployment	Slower, needs vehicles, drivers and routes
Best fit	Dispersed, variable home-to-work flows	A few dense, fixed, high-volume routes
Scalability	High across many origins/destinations	Strong but narrow, on specific corridors

Table 3: How carpooling and vanpooling compare across five dimensions, from their basic nature to how well each scales.

Karos' position: the two can act as a complementary. Carpooling is the broad, low-cost, fast-to-deploy layer covering the many dispersed flows; vanpooling has a defensible but narrow role on a small number of very dense, fixed corridors.

How Karos sees the two modes evolving together

Looking ahead, Karos sees carpooling and vanpooling not as competitors but as steps in a single build-up. We describe a vision in which the lighter mode paves the way for the heavier one where demand justifies it:

- Carpooling comes first as the base and anchor. It is cheap, fast to deploy and low-risk, and it generates real, granular demand data across the region
- That data reveals exactly where a steady, high-volume flow exists. These are precisely the conditions under which vanpooling

makes sense. Vanpooling is then deployed where it is proven to be needed, not on assumption.

- Where a vanpooling route proves consistently strong, it can grow toward a shuttle or fixed business line; and a business line that proves itself can, in turn, inform the case for a regular public-transport connection.

In this vision, each step builds on the one before, and carpooling is the foundation that de-risks everything above it. It also opens a concrete product direction for Karos, because the carpooling network already shows where dense, regular flows exist, so Karos could in future offer vanpooling on exactly those routes where the data supports it, all within one platform.

9. Outlook

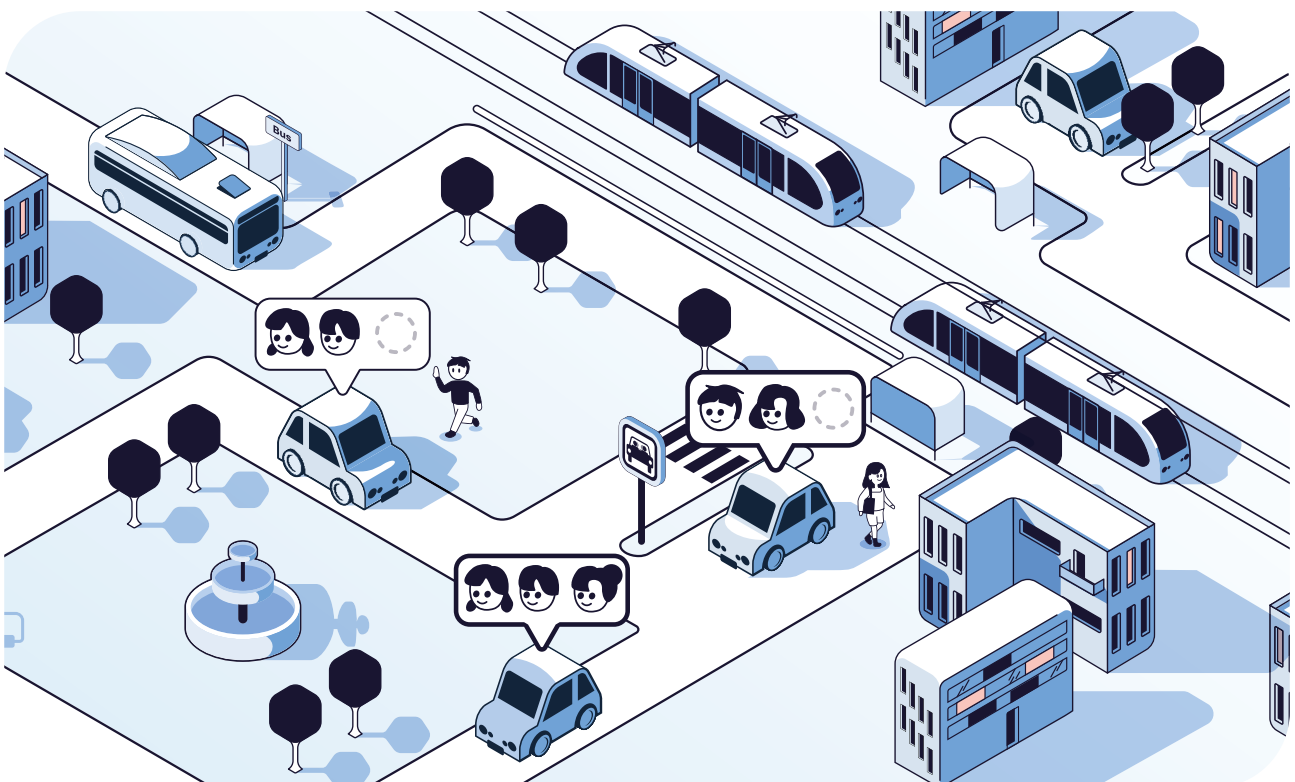
The Carpool Service „Samenrijden“ showed what employer-led carpooling can do in the region. It built a growing network, focused it on the corridors where public transport is weakest, and produced evidence that carpooling strengthens public transport instead of drawing from it. It also showed that challenges remain in turning proven usage into durable, funded commitment. This can only be achieved if all relevant stakeholders, from political authorities, administrations and employers to employees, are involved.

Looking ahead, the partnership suggests a natural sequence. The near-term priority is to consolidate the complement, keeping the network liquid through trip funding, deepening the anchor-employer relationships that drive usage, and connecting the region's physical carpool infrastructure more tightly to the matching layer. Deeper forms of integration, such as aligned ticketing and eventually a presence in regional journey-planning and MaaS, remain the right longer-term direction, to be taken up as usage and readiness grow.

The network also held a stable level of usage even when no single large employer was active at a given moment, a sign that it does not depend on any one anchor relationship.

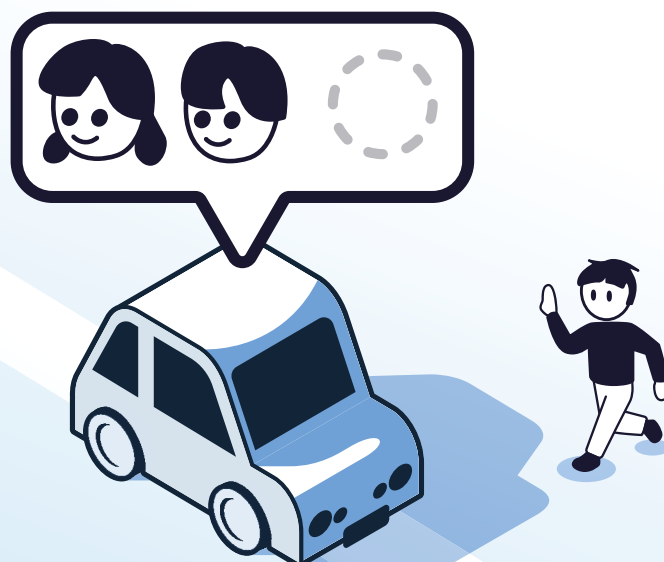
Summary

The partnership showed that a **strong impact can be triggered from day one**, even without technical integrations and with minimal investment. Involving further stakeholders operationally, widening the service's reach through more intensive communication and an attractive pricing model, and above all applying effective project management, **all point to the huge potential of carpooling as a complement to public transport.**



Carpooling as a Complement to Public Transport

Results and learnings from the carpooling service Samenrijden partnership



Prepared by Karos Mobility GmbH
for Brainport Breikbaar

Partnership period:

First phase: Oct 2024–Jul 2025

Extension of the partnership: Aug 2025–Jul 2026

brainport_
bereikbaar

KAROS

De carpoolapp wordt vooral gebruikt door mensen die geen of een beperkt OV-alternatief hebben, en zeer beperkt in combinatie met OV.

De app lijkt daarmee aanvullend te zijn op het openbaar vervoer en niet concurrerend.

*Voorlopige conclusies van een verkennend onderzoek door Fontys naar de positie van Samenrijden ten opzichte van openbaar en collectief vervoer op basis van geregistreerde ritten.
mei-juli 2026*

VF-waarde – Gerealiseerde ritten

Oorspronkelijk tijdstip	OV - zonder fiets	OV - voortransport fiets	OV - voor- en natransport fiets
OV-reis mogelijk	90%	91%	93%
Gemiddelde VF-waarde	2,51	2,13	1,92
Middelste 50%	2,09 - 2,76	1,83 - 2,37	1,59 - 2,25
Bovengrens 95%	3,89	3,15	2,63
VF-waarde <1,5	3,6%	10,0%	16,1%

Gerealiseerde carpoolritten
van/naar OV-halte
(*vertrek of aankomst binnen
200 meter*)

- Eindhoven Centraal
- Station Helmond (4 stations)
- Station Eindhoven Strijp-S
- Station Geldrop
- Station Deurne
- Station Best
- Busstation Eersel
- Busstation Bladel
- Busstation Reusel

Naar station EHV	110
Vanaf station EHV	113

Naar station Deurne	54
Vanaf station Deurne	71

Naar busstation Reusel	6
Vanaf busstation Reusel	1

Vanaf Helmond Brouwhuis	1
Vanaf Helmond 't Hout	8
Naar Helmond 't Hout	9

Naar busstation Bladel	27
Vanaf busstation Bladel	29

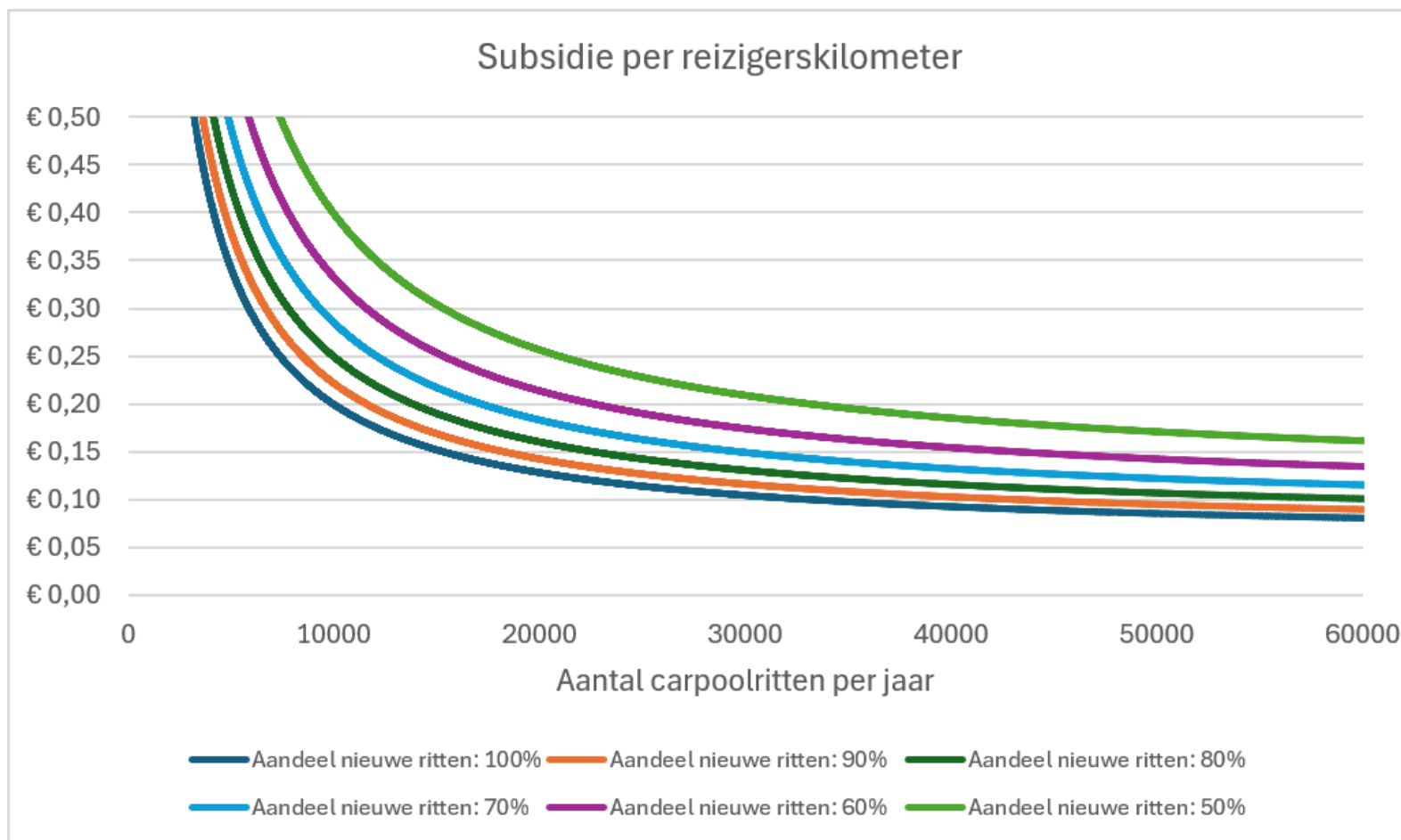
Totaal naar OV-halte	196
Totaal vanaf OV-halte	223

De app heeft potentieel als relatief goedkope oplossing voor duurzame mobiliteit.

Het biedt een aanvullende vorm van duurzaam publiek vervoer dat met schaal kosteneffectief is t.o.v. OV (exploitatiesubsidie per reizigerskilometer)

Subsidie per reizigerskilometer

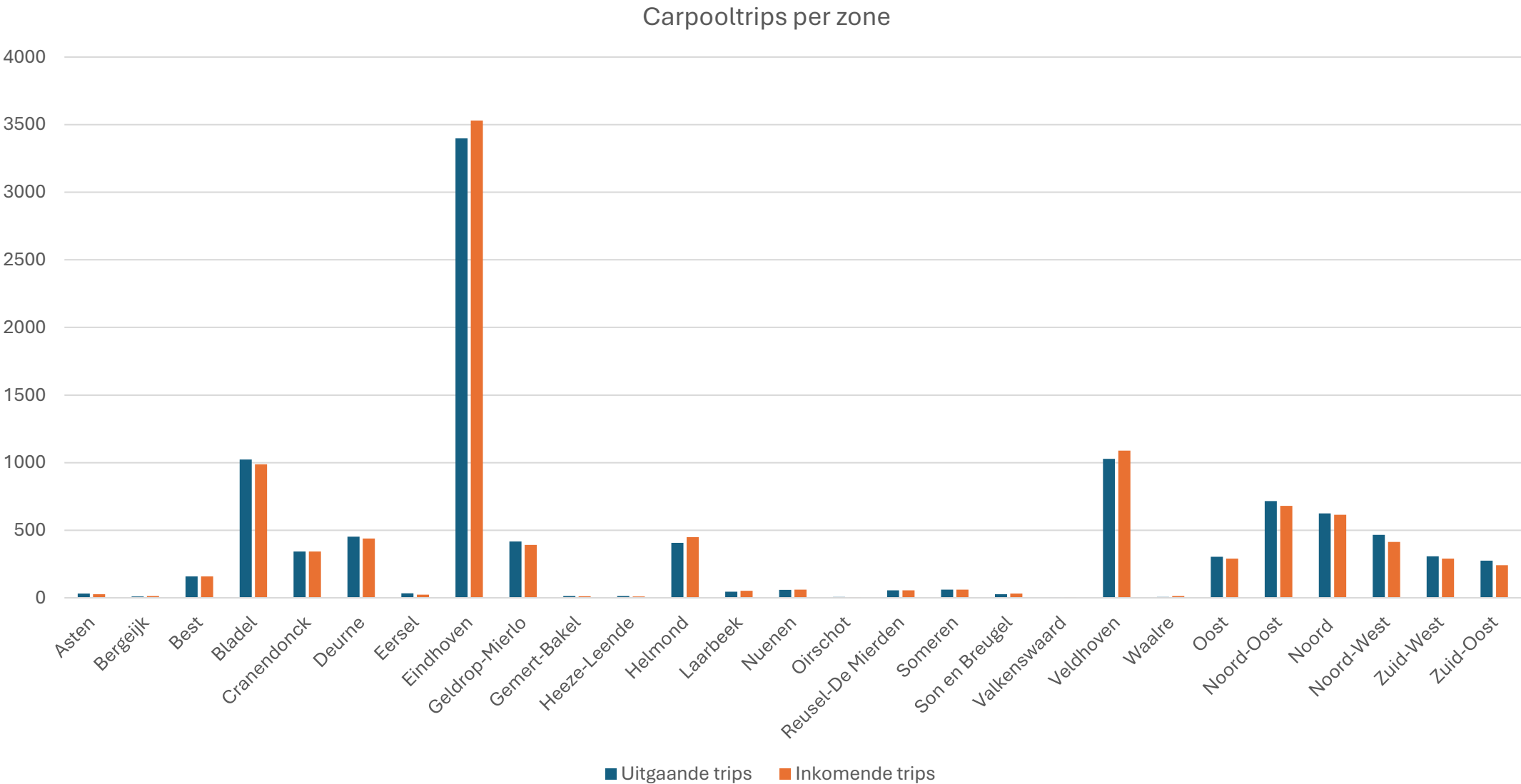
Licentiekosten:
€45.000 per jaar
Vergoeding aan
bestuurder: €2,00
per carpoolrit
Gemiddelde
ritafstand: 35 km



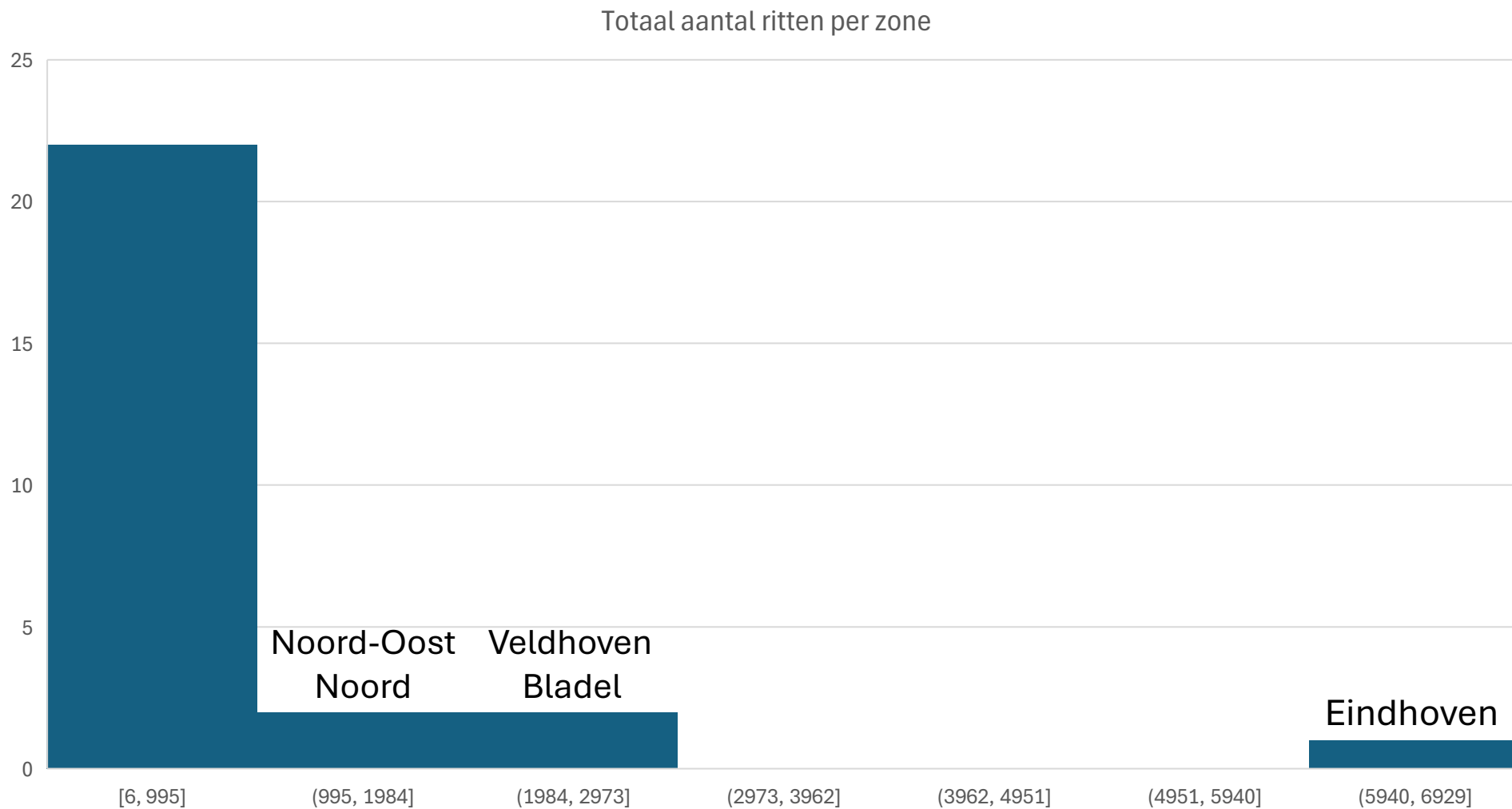
Het carpoolnetwerk is geconcentreerd op een beperkt aantal verbindingen.

Carpoolritten zijn sterk geconcentreerd rond een beperkte groep medewerkers van de organisaties die hebben deelgenomen aan de pilot.

Concentratie van carpoolritten



Concentratie van carpoolritten (2)



Concentratie van carpoolritten (3)

Klasse	Aantal verbindingen	Totaal aantal ritten	Percentage	Cumulatief
Meer dan 250 ritten	14	5475	53%	53%
Tussen 100 - 249 ritten	18	3038	30%	83%
Tussen 50 - 99 ritten	13	803	8%	91%
Tussen 10 - 49 ritten	29	638	6%	97%
Tussen 5 - 9 ritten	20	137	1%	98%
Minder dan 5 ritten	115	189	2%	100%

Meest gebruikte verbindingen

Route	Aantal ritten	Totaal aantal ritten	Percentage
Bladel - Eindhoven	696		
Eindhoven - Bladel	648	1344	13,1%
Regio Noord-Oost - Veldhoven	543		
Veldhoven - Regio Noord-Oost	523	1066	10,4%
Regio Noord - Eindhoven	337		
Eindhoven - Regio Noord	333	670	6,5%
Cranendonck - Eindhoven	333		
Eindhoven - Cranendonck	330	663	6,5%
Helmond - Eindhoven	303		
Eindhoven - Helmond	316	619	6,0%
Regio Noord-West - Eindhoven	305		
Eindhoven - Regio Noord-West	259	564	5,5%
Regio Noord - Veldhoven	278		
Veldhoven - Regio Noord	271	549	5,3%