



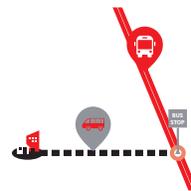
Flexible, Accessible On-Demand Microtransit with Transdev Link

For someone whose residence is a mile or more away from a bus or rail station, transit might not be an attractive option: that's where Transdev Link comes in.

At Transdev, we want to help our clients increase ridership by connecting current and prospective passengers with bus stops and train stations. This first/last mile conundrum has routinely stymied public transit agencies. But our new solution, Transdev Link, harnesses technology to put that solution within the tap of a finger.

Transdev Link allows passengers to request a ride to the nearest transit stop through their smartphone and plan their entire journey throughout the rest of the system. A vehicle, promptly arrives at their home to take them to the station, grouping them with other passengers heading the same way.

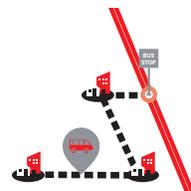
Transdev Link has been designed from the ground up to serve as an extension of transit service and can be branded as such.



First- and last-mile rides

Increase ridership on transit service by offering a “first- and last- mile” service to bring people to and from selected stops who live too far away for transit to be a walkable option.

Point-to-point ridesharing
Configure the shape and size of your service area, as well as fare structure, and destination restrictions.



World-class routing and dispatch

We group passengers traveling in similar directions together in real time, maximizing the number of passengers in each vehicle at any given time and delivering extremely efficient service.



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Innovative Features



Intuitive trip booking
Passengers use the familiar map-based trip screen to request a ride



Branding
We help you develop a compelling customer-facing brand



Custom user app
Receive a custom-built user application for iOS and Android featuring your service's branding



Mobile or cash payment
Credit card within the app, or cash inside the vehicle



Built for accessibility
Fully ADA-compliant service, designed to accommodate disabled, and those without credit cards or smartphones



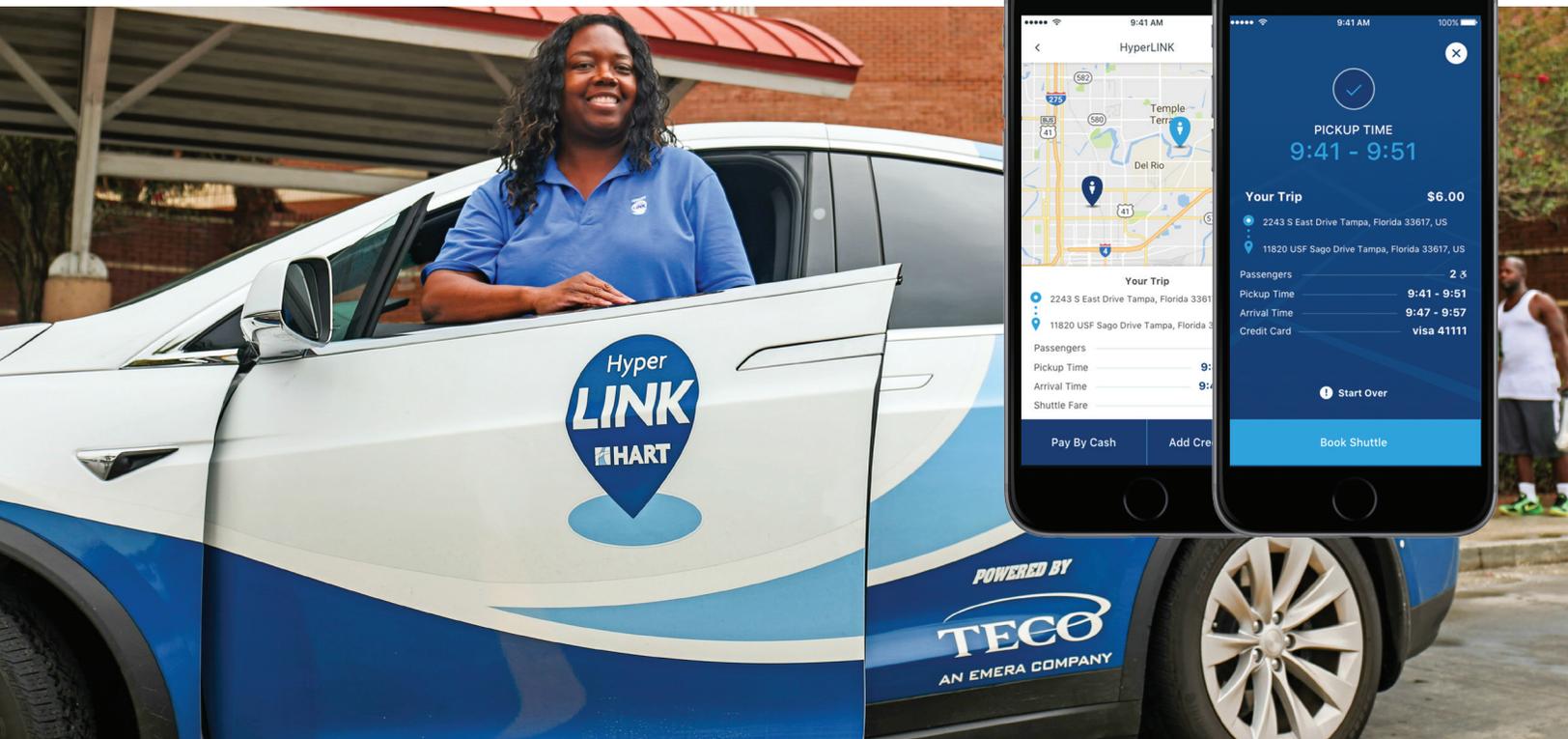
Backed with sophisticated tech
Fully functional back-office software with analytics, driver management dashboard, and configuration settings



Data warehouse integration
We provide you access to all customer and ridership data—an extremely granular dataset useful for planning and marketing purposes



Real-time GTFS integration
If vehicles are equipped with real-time location tracking (CAD/AVL system), bus location data will be displayed in real-time on the app alongside Transdev Link vehicles



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