



Bernt Reitan Jenssen, CEO of Ruter, Stefan Krogh-Hansen, CEO of Holo, and Sascha Meyer, CEO of MOIA.

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## Ruter and Holo enter partnership with MOIA for next phase of autonomous public transport in the Oslo region

**Leading European autonomous mobility company MOIA to provide purpose-built vehicles, software ecosystem and customer interface for Norway's pioneering autonomous public transport initiative from spring 2026.**

**Oslo, 10 December** – Today, Ruter and Holo announce a partnership with MOIA, the autonomous mobility brand of the Volkswagen Group, to elevate the next phase of shared, on-demand autonomous transport in Oslo. From

spring 2026, MOIA will supply its turnkey solution, combining purpose-built self-driving ID.Buzz electric vehicles, an operational software platform including the proven app solution as well as operator enabling services.

Building on this technology, Holo will apply its operational expertise from running autonomous mobility services across the Nordics, while Ruter will anchor the project in its strategic work on sustainable mobility and ensure that the learnings contribute to Oslo's future transport planning. Together, the partners will strengthen Europe's position in the global autonomous transport landscape.

## **Purpose-built for shared journeys**

MOIA's self-driving ID. Buzz vehicles are specifically designed for shared, on-demand mobility. A comprehensive sensor suite that combines cameras, lidar and radar provides a continuous 360° view of the surroundings. High-performance computers translate the data into precise driving commands. Inside, an intelligent passenger-management system handles all secondary safety tasks that would traditionally require a human driver, from authentication to monitoring the cabin environment. The vehicles' spacious form factor will offer passengers personal space, while a large sliding door provides easy and safe boarding and exit. Paired with MOIA's booking app, the integrated solution delivers a seamless customer experience.

"This is incredibly exciting for us and for the residents of the Groruddalen area. The collaboration with MOIA allows us to utilize vehicles and technology specifically designed for shared journeys, rather than solutions adapted from private cars. This will elevate both the project and the customer experience to a new level, giving our passengers an even clearer vision of the future transport service we're developing here," says Bernt Reitan Jenssen, CEO of Ruter.

"We're incredibly excited to introduce purpose-built autonomous vehicles that bring us a meaningful step closer to full-scale autonomous public transport. For nearly a decade, Holo has built the expertise, systems, and operational know-how to prepare for this moment. Together with MOIA and Ruter, we can now advance the technology in real urban operations and gather the insights needed to make autonomous mobility a reliable service for everyday passengers in the future," says Stefan Krogh-Hansen, CEO of Holo.



"We are proud to partner with Ruter and Holo on this pioneering project. Together, we are creating a blueprint for integrating autonomous mobility into public transport with a made-in-Europe solution built for Europe's common good. Oslo, with its ambitious climate goals, progressive transport policies and varied climate, is an ideal environment for launching sustainable mobility solutions," says Sascha Meyer, CEO of MOIA.

## **Proven European leader brings expertise to Oslo**

For MOIA, the project is another milestone in scaling autonomous mobility across Europe and proving the commercial readiness of its turnkey solution – a complete ecosystem combining autonomous vehicles, software, and operational services for transport operators. The collaboration builds on MOIA's extensive ridepooling experience in Hamburg and strengthens its footprint in public transport alongside projects with BVG in Berlin and Hamburger HOCHBAHN. With additional testing activities in Munich, Austin, and Los Angeles, MOIA is driving the transition from driver-based to autonomous urban mobility across multiple continents. The company is working toward EU type approval for the self-driving ID. Buzz, targeted for 2027, Europe's first series-ready autonomous vehicle built for Level 4 autonomous driving.

## **Building the future of urban transport**

The pilot project with shared, on-demand autonomous vehicles in Groruddalen, Oslo is part of Ruter's broader strategy to develop flexible, sustainable transport solutions that complement public transport and reduce car dependency. According to *the Oslo Study*, integrating around 30,000 shared autonomous vehicles into the public transport network could dramatically reduce congestion and emissions.

Since 2023, Ruter and autonomous vehicle operator Holo have trialed a self-driving, on-demand public transport service in Groruddalen. The pilot has gathered invaluable insights into operating a shared, autonomous transport service in complex urban traffic environments. The project is part of the ULTIMO consortium, which receives funding from the European Union's Horizon Europe research and innovation program. The consortium brings together cities, transport operators, technology providers, and research institutions across Europe to advance autonomous shared mobility solutions.

## **About MOIA**

MOIA, a Volkswagen AG brand, unlocks the potential of autonomous driving

with a turnkey-ready, safe, and scalable solution for driverless mobility. The company empowers mobility platforms and operators worldwide to seamlessly deploy autonomous mobility services.

MOIA's integrated solution brings together an OEM-grade, autonomous-ready vehicle, a comprehensive self-driving system with driver-as-a-service functionality, and a proprietary Mobility-as-a-Service (MaaS) ecosystem tailored for autonomous operations. This includes intelligent fleet control, operational software, and end-to-end service management.

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## About Holo

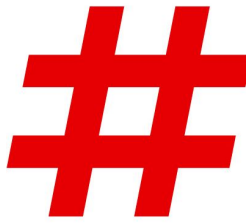
Holo is the leading Nordic implementer, integrator and operator of autonomous vehicles, backed by 8 years of hands-on experience across ground and air mobility projects. Holo provides end-to-end operational services, the tools needed for safe, compliant and reliable AV operation, and expert consultancy that helps organizations plan, launch and scale autonomous mobility solutions.

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*Ruter As er et felles administrasjonsselskap for kollektivtrafikken i hovedstadsområdet. Vi administrerer over halvparten av kollektivtrafikken i Norge. Vår rolle er å planlegge, utvikle, samordne, bestille, markedsføre og informere om kollektivtrafikktilbudet. All operativ drift utføres av ulike operatørselskap som kjører på kontrakt for Ruter - alt innenfor samme billett- og prissystem. Våre eiere er Oslo kommune (60 %) og Akershus fylkeskommune, (40 %). Totalt var det 395 millioner påstigninger i området vi dekker i 2024.*

## Kontaktpersoner



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