

Paris, 7 September 2026

FanXP announces the acquisition of StadiumGO and launches goxp, the new mobility and accessibility hub for sporting and cultural events



StadiumGO, the leading platform for event carpooling, joins the fanxp group. This union gives rise to goxp, a mobility and accessibility hub designed to support spectators at every stage of their journey, from planning their visit through to settling in at the venue.

StadiumGO, a pioneer in event carpooling

Founded by Romain Lauvergnat (CEO) and Olivier Lega (CRO), StadiumGO has developed a white-label carpooling platform for clubs, leagues, federations and organisers of sporting and cultural events.

The solution notably enables:

- A personalised experience, integrated within the client's environment (SSO, mobile app)
- The implementation of a dedicated rewards mechanism
- The integration of the client's partners through various sponsorship levers
- The measurement of carbon emissions avoided through carpooling, with Scope 3 reporting

This expertise has convinced numerous major players in sport and culture, including the **Fédération Française de Rugby, Racing Club de Strasbourg Alsace, Circuit Paul Ricard, Hellfest, the Swiss Football League and the Ligue Nationale de Rugby.**

goxp: a new generation of mobility and accessibility hub

With goxp, the ambition goes beyond carpooling alone: the aim is to transform the entire journey to an event, often a source of anxiety for spectators, into a lever for experience and marketing and commercial opportunities for organisers.

Integrated as a white-label solution within the client's digital environment (website, app, ticketing), the goxp approach is structured around three pillars:

- Planning the visit: routes, transport, car parks, carpooling, real-time alerts
- Discovering the venue and its surroundings: points of interest, fan zones, catering, entertainment
- Accessing offers and services: ticketing, VIP and accessibility access, exclusive services and offers, in-venue wayfinding

Carpooling, StadiumGO's historic area of expertise, thus becomes one of the mobility building blocks offered within goxp, alongside public transport, cycling and parking.

Thomas Kouck, co-founder and Chairman of fanxp:

« The fan experience extends well beyond the UX of buying tickets or the immersive experience within the venue itself. It is essential to also address the challenges linked to travelling to the venue, ease of access around it, and the journey home. These various stages frequently generate anxiety among spectators and require specific attention. Thanks to StadiumGO and the proven expertise of Romain and Olivier, we are developing a fully dedicated solution that is highly anticipated by all our clients and the market.»

Romain Lauvergnat, co-founder of StadiumGO:

« We are delighted to be joining the fanxp group, and we thank Thomas and Dang for their trust. This alliance makes perfect sense for us: StadiumGO has established itself as the leading platform for event carpooling, and aligning ourselves with a pioneer in fan experience will allow us to accelerate our development and structure our growth to reach a new milestone. Carpooling, our historic area of expertise, still holds strong growth potential and will remain at the heart of our business. It now becomes one of the building blocks of a more ambitious project, goxp, our mobility and accessibility hub, whose possibilities remain wide open.»

About fanxp

fanxp deploys an integrated ecosystem of digital solutions for sport and entertainment.

Our solutions include:

- **dtc**: robust back-office software for advanced ticketing management
- **nextxp**: multi-product front office designed to enhance the customer experience
- **extent**: payment and financial tracking system for unwavering reliability
- **bfan**: mobile app designed to maximise fan engagement and loyalty
- **fanxp cancellation service**: cancellation service integrated within ticketing
- **dataxp**: data management, structuring and utilisation
- **cloudxp**: secure cloud hosting and infrastructure
- **iXpole**: comprehensive management of VIP experiences and hospitality
- **alyx**: predictive optimisation of ticketing revenue
- **goxp**: mobility and accessibility hub for sporting and cultural events

Beyond our products, our mission is to provide comprehensive support tailored to each client's unique needs.

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