

PRESS RELEASE

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BUS2BUS 2019: Experience and innovation point to a sustainable future

What do electric scooters have to do with the bus industry and what is the connection between a bus operators' congress and the Future Forum? As a future-oriented business platform, BUS2BUS actively promotes discussion on new business approaches. At this event, which from 19 to 21 March 2019 will be taking place for the second time on the Berlin Exhibition Grounds, the emphasis is on bringing players together with the mobility industry, a sector that is currently experiencing change, and on seizing the opportunities that present themselves. The BUS2BUS media preview last Friday which took place at 'Spreepeicher Berlin' already witnessed an intense dialogue.

Berlin, 19 November 2018 – Combining a trade fair, congress and Future Forum, BUS2BUS, which from 19 to 21 March 2019 will be taking place on the Berlin Exhibition Grounds, is a unique platform for established companies and new players from the mobility industry to engage in a dialogue with each other. Last Friday, at the media preview at 'Spreepeicher Berlin', the focus was already on bringing experience and innovation together.

"Berlin has a reputation for encouraging startups, which those in the bus industry who are interested in what happens outside their core business are aware of", said Christiane Leonard, managing director of the Federal Association of German Bus Operators (bdo). As the umbrella organisation representing around 3,000 bus companies the bdo, the leading association of the German bus industry, is organising the bdo Congress at BUS2BUS 2019. This is the main forum for discussing all the latest topics and a mainstay of the event.

Successful combination of a trade fair, congress and Future Forum

"For many years, aside from the day-to-day political issues which play an important role at the congress, we failed to take a look into the more distant future", said Christiane Leonard. The partnership with BUS2BUS has changed that. Following the positive reactions to the debut event in 2017, in 2019 BUS2BUS has again decided on three main events: a trade fair, congress and Future Forum.

"The Future Forum offers a platform for inviting specialist input from all areas of the mobility sector", said Kerstin Kube-Erkens, the senior product manager of BUS2BUS. "This is where one can learn from other areas and people's experiences." At the media preview there were innovative contributions from the representatives of the startups MotionTag, WunderMobility and Unu, Germany's market leader for electric scooters. All three companies have already made an impact on the mobility industry.

MotionTag's aim is to establish a seamless, sustainable and smart mobility network in which transport systems are more user-oriented. "That involves precise real-time traffic analysis", said Johanna Schelle, responsible for communications and corporate development at MotionTag. MotionTag offers public transport companies a platform for designing personalised and more attractive services for users.

Learning from other sectors opens up new possibilities

The aim is to put fewer cars on the roads, a goal also shared by Björn Fedder, strategic project manager of WunderMobility. "We want vehicle usage to be as efficient as possible", said Fedder. To achieve that, WunderMobility pools a host of different mobile services and supplies software to over 30 car sharing companies in

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Europe. The focus is always on maximising vehicle usage, be it rented scooters or sharing car rides.

Not all the topics are inherently related to the bus industry, but learning from other sectors opens up new possibilities, is how Christiane Leonard sees it. "After the last BUS2BUS a number of manufacturers approached us and were amazed at the innovations that other companies had developed, ones that they had previously given thought to."

Testing products and networking at the trade fair

Looking towards the future and to the challenges facing mega cities and rural areas, towards alternative powertrains and the use of driverless vehicles and artificial intelligence – the focus of the business platform BUS2BUS is on all of these things and on a dialogue with the manufacturers. As the event's main meeting place, the trade fair focuses on the latest buses and everything to do with them. Visitors can take a look at buses at the exhibition in Hall 26 and also test them on the outdoor display area. Leading manufacturers including VDL, EvoBus, Scania, Otokar and MAN will be back at the fair. The electric bus manufacturer Sileo will be attending, and for the first time in 2019, so will IVECO and Heuliez. Leading suppliers including ZF Friedrichshafen and Voith will round off the list of manufacturers, and in the Fresh Travel section Via Transportation will provide a glimpse of 'mobility-on-demand'. "The focus is on new ideas for an established industry", said Kerstin Kube-Erkens. The bus and mobility sector is changing, and as the only event of its kind in Germany BUS2BUS caters to the demand for dialogue and sustainable technology.

Tickets to BUS2BUS are available now from the [ticket shop](#). The price of a day ticket is 30 euros and unlimited admission costs 50 euros.

Print-quality [photos](#) of the BUS2BUS media preview are available for downloading from our website.

For more information on BUS2BUS 2019 please visit www.bus2bus.berlin.