

FOR IMMEDIATE RELEASE

**"Ok Google, book my FlixBus ticket to...":  
FlixBus Becomes World's First Bus Operator to Integrate into Google Assistant**

- ++ Book tickets and find current travel information for FlixBus via Google Voice Assistant
- ++ Multimodal: Ticket booking by voice, text or per click
- ++ FlixBus Integration for the Google Assistant available in English, French and German
- ++ Digital Mobility - FlixBus and Google Assistant make traveling even easier

**MUNICH (April 5, 2018)** – Artificial intelligence now meets bus travel booking as FlixBus becomes the first coach operator in the world to integrate with Google Assistant. Beginning today, travelers can find FlixBus routes and book their tickets with voice control.

With Google Assistant, FlixBus users can quickly and easily access information about connections, timetables and current prices simply by asking. Once the right journey is found, customers can then book their ticket with voice control. The FlixBus Action will initially launch in English, French and German. Since March 2017, the international FlixBus route network with over 250,000 daily connections has been available in Google Maps via the Google Transit feature.

**Digital Mobility: FlixBus and Google Assistant Make Traveling Even Easier**

Customer-oriented digital solutions have been at the core of the FlixBus model since the company's launch five years ago. In addition to partnering with leading technology companies such as Google, FlixBus employs an in-house team of over 200 developers who work to consistently improve the FlixBus product, from the FlixBus App to the Where's My Bus real-time bus tracker.

"We want to give FlixBus users the best travel experience via innovative and digital solutions. By integrating with Google Assistant, our customers can easily book the fastest or cheapest connection with the FlixBus via voice control or receive up-to-date travel information on their long-distance bus journey," said Daniel Krauss, Co-Founder and CIO of FlixBus GmbH.

"The sooner companies take advantage of assistive marketing, the more likely they are to build that expertise," said Malte Will, Product Partnerships, Google Assistant. "We are pleased that we have a partner with FlixBus who recognized this potential early on and with whom we can jointly shape the future of the digital assistant."

In addition to helpful FAQ elements, the FlixBus Action includes more than 800 sample phrases in three languages, each tailored to specific FlixBus criteria. The Action also supports multimodal use, that is, voice, text, or a simple click, depending on which device the customer uses to communicate with the Google Assistant. The integration with Google Assistant makes the 250,000 daily FlixBus connections to over 1,700 destinations in 27 countries directly accessible from home and at any time. Beginning in Spring 2018, FlixBus users will also be able to travel within the United States.

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The FlixBus Action is currently available through Google Assistant on Android smartphones. For customers who are not yet using Google Assistant, the app can be downloaded from the following links for [iOS](#) and [Android](#).

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### **About FlixBus**

FlixBus is a young mobility provider, offering new alternatives for convenient, affordable and environmentally-friendly travel via the FlixBus and FlixBus brands. Thanks to a unique business model and innovative technology, the startup has quickly established Europe's largest long-distance bus network and launched the first green long-distance trains in 2018. Since 2013, FlixBus has changed the way over 100 million people have traveled throughout Europe and created thousands of new jobs in the mobility industry.

From locations throughout Europe, the FlixBus handles technology development, network planning, operations control, marketing & sales, quality management and continuous product expansion. The daily scheduled service and green FlixBus fleet is managed by bus partners from regional SMEs, while FlixBus operates in cooperation with private train companies. Through these partnerships, innovation, entrepreneurial spirit and a strong international brand meet the experience and quality of tradition. The unique combination of technology start-up, e-commerce platform and classic transport company has positioned FlixBus as a leader against major international corporations, permanently changing the European mobility landscape. Further company news and pictures can be found in the newsroom.

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