



SUSTAINABLE  
BUS  
TOUR



2026



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The European electric bus market has entered a phase of structural consolidation. zero-emission buses now account for nearly half of all new city bus registrations in the EU, with the market growing by **+39%** in 2025, to over 9,000 e-bus registrations. Electrification has clearly become the default choice for urban fleets.

A clear showcase of where technology is heading was Busworld Europe 2025: beyond urban buses, **intercity electric buses** are emerging as the next area of focus, with a growing and increasingly mature product offering now available.

At the same time, **competition** is intensifying across the market. The race to profitability pushes industry players to rethink manufacturing strategies, accelerate cost reductions and evolve their **business models** beyond pure vehicle sales. Services, turnkey solutions, energy integration, **connectivity** become central levers to remain competitive.

As technology matures, attention is shifting from adoption speed to execution quality, operational reliability and long-term sustainability, shaping the **next phase** of the zero emission bus market in Europe. Cost control, delivery times, energy management are becoming decisive factors in deployment strategies.

## HISTORY



The Sustainable Bus Tour's initiative is now at its **5th edition**.  
The goal? Discussing **key issues** and outlooks with the participation of operators, manufacturers, organizations, institutions, providers of components and technologies.

With a keen look at today's projects and the focus on the **challenges** the public transport sector is facing.



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**2026**



The Sustainable Bus Tour 2026 will consist of two sessions planned in the framework of the exhibitions Bus2Bus in Berlin and FIAA in Madrid



**APRIL 15-16, 2026**

BERLIN - GERMANY



**SEPTEMBER 22-24, 2026**

MADRID - SPAIN

# FROM CITY TO INTERCITY: THE NEXT STEP FOR ZERO EMISSION BUS TRANSITION

APRIL 2026 @ BUS2BUS, BERLIN

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After five years of rapid acceleration, Europe's zero-emission transition is no longer confined to urban bus networks. Electric technologies are now moving decisively into the **intercity segment**, with Class II e-buses and e-coaches at the centre of the latest industry developments

ACEA estimates that between 2025 and 2030 around **20,000** electric intercity buses and coaches will enter the European market, alongside 48,000 urban buses, requiring roughly 30,000 dedicated charging points for long-distance operations. With an annual market of 8–10,000 vehicles, intercity transport represents a key battleground for decarbonisation.

Higher speeds, longer duty cycles and tighter turnaround times increase operational **complexity**, while charging **infrastructure**, grid capacity and regulatory stability become decisive factors.

Scaling intercity zero-emission fleets turns decarbonisation into an **energy-integration** challenge, where technology maturity, **financing** models and policy frameworks must align to move from pilots to large-scale deployment.

# BUILDING ZERO EMISSION BUSES THROUGH PARTNERSHIPS. PLATFORMS, INVESTMENTS, INDUSTRIAL STRATEGIES

SEPTEMBER 2026 @ FIAA, MADRID

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The European bus manufacturing ecosystem is undergoing a phase of deep **transformation**, driven by competition, changing industrial models and the acceleration of zero-emission propulsion.

The shift toward electric and hydrogen technologies is reshaping not only vehicle architectures but also relationships across the value chain, increasing reliance on **specialised suppliers** for components, systems, software and charging infrastructure. Partnerships between OEMs, **bodybuilders** and technology providers are becoming a strategic requirement.

At the same time, customer relationships are evolving, with operators focusing more on total cost of ownership, reliability, energy efficiency and lifecycle performance.

Manufacturers are responding by expanding their role as providers of integrated, turnkey solutions. This structural evolution — from vehicle manufacturing to **service and platform integration** — supports stronger industrial sustainability and competitiveness, while enabling the large-scale roll-out of zero-emission buses.



Sustainable Bus is the only **international media** fully focused on innovation and sustainability in the field of public transport.

Founded in 2018, it has established itself as an essential **tool** for professionals involved in the planning and implementation of low/zero emission public transport projects and operations.

Since 2020, Sustainable Bus is also a magazine with 4 issues per year. The **magazine** is distributed at sector-related exhibitions, fully available in digital version and available on subscription.





## FIGURES

### WEBSITE

**6.7M**

IMPRESSIONS/year

+150% YoY

**770K**

PAGE VIEWS/year

### MAGAZINE

**20K**

VEWS/issue

**4K**

PRINT CIRCULATION

### INSTAGRAM

**14.4K**

FOLLOWERS

**5M**

VEWS/year

### FACEBOOK

**18.8K**

FOLLOWER

**6.6M**

VEWS/year

### LINKEDIN

**+36K**

FOLLOWERS

+50% YoY

**4M**

IMPRESSIONS/year

### NEWSLETTER

**+16K**

SUBSCRIBERS

**40%**

OPEN RATE AVG



**6.400**

N. OPENS AVG.

## FIGURES

# +36K

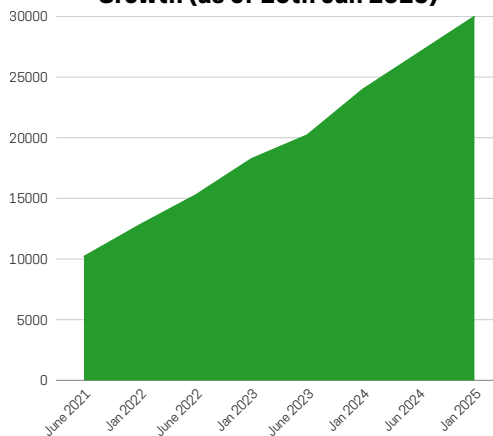
**LINKEDIN FOLLOWERS**

# +350K

**LINKEDIN MONTHLY  
IMPRESSIONS**

## +25%

**LinkedIn Fanbase Average Yearly  
Growth (as of 16th Jan 2025)**



## NEWSLETTER'S REACH

# +16K

**NEWSLETTER SUBSCRIBERS**

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