



## Press kit



**LE - BUS  
DIRECT**



# LE BUS DIRECT-PARIS AÉROPORT: a premium service to and from Paris-Orly and Paris-Charles de Gaulle Airports

From 12 May, the Cars Air France coaches, operated by Keolis, are being rebranded as Le Bus Direct-Paris Aéroport

Le Bus Direct-Paris Aéroport, operated by Keolis, offers a top-of-the-range coach service to and from Paris-Orly and Paris-Charles de Gaulle Airports, with four routes, as part of the Ile-de-France regional master plan.



## Le Bus Direct-Paris Aéroport: serving the passengers of all airlines

Drawing upon the new brand and the growth in the number of international visitors to the airports, Keolis has set itself the target of carrying 2.5 million passengers in 2018, i.e. 20% more than in 2015.

**+20%**  
Passengers  
in 2018

The new **Le Bus Direct-Paris Aéroport** brand will naturally be seen as a service available to all travellers regardless of which airline they're flying with. It will also make it possible to conclude new, traffic-generating business partnerships.

# LE BUS DIRECT-PARIS AÉROPORT: a premium service to and from Paris-Orly and Paris-Charles de Gaulle Airports

New stops in the very heart of Paris: Trocadéro,  
the Eiffel Tower and La Motte-Picquet

Following a study into passenger flows between Paris and its airports, Keolis has decided to create three new stops on routes 1 and 2, in order to better meet the needs for transport to/from the west of Paris, and particularly for tourists.

With its 4 routes, Le Bus Direct–Paris Aéroport offers a high-quality service between the airports, the train stations and the centre of Paris.



# LE BUS DIRECT-PARIS AÉROPORT: top-of-the-range services and a personalised welcome for passengers

## Comfortable coaches with Wi-Fi and USB ports

The Le Bus Direct-Paris Aéroport coaches guarantee a comfortable journey with a seat for every passenger (51 seats per vehicle) and assistance with their luggage, with no limits and no surcharges.

The fleet's 50 coaches all offer free Wi-Fi access and a USB port for every seat.

By July 2016, two-thirds of the fleet will be replaced by new vehicles.

## A baggage-handling service at every stop

On average, two out of every three passengers are weighed down with luggage. To make their journey more comfortable, 90 baggage handlers are deployed at all stops to put the luggage into the hold.



## Professional staff to ensure a personalised welcome for customers

170 qualified drivers, trained for a variety of routes to optimise journey times, operate more than 300 daily departures between 5 a.m. and midnight, 365 days a year. Bilingual customer service staff are present in the ticket sales areas at the airport terminals, to inform and assist travellers.



# LE BUS DIRECT-PARIS AÉROPORT: top-of-the-range services and a personalised welcome for passengers

## Real-time travel information

Being able to see the departure times of the coaches in real time is high on the list of customer expectations. From 12 May, this information is available at the stops at the airports and in Paris, as well as via the "lebusdirect.com" website accessible by mobile phone.

## Competitive fares

Keolis proposes fixed fares per destination, with singles and returns, from €10 (return ticket on Route 1):

		<b>Aller Simple One way</b>	<b>Aller Retour Round-trip</b>
<b>1</b>	<b>ORLY ↔ PARIS</b>	12,00 €	20,00 €
<b>2</b>	<b>4</b> <b>CDG ↔ PARIS</b>	17,00 €	30,00 €
<b>3</b>	<b>CDG ↔ ORLY</b>	21,00 €	36,00 €

Gratuit jusqu'à 4 ans. Free up to 4 years.

Tickets can be purchased through numerous distribution channels: the Internet and smartphones, ticket machines, from the drivers and from our partners.



# LE BUS DIRECT-PARIS AÉROPORT: a comprehensive digital service

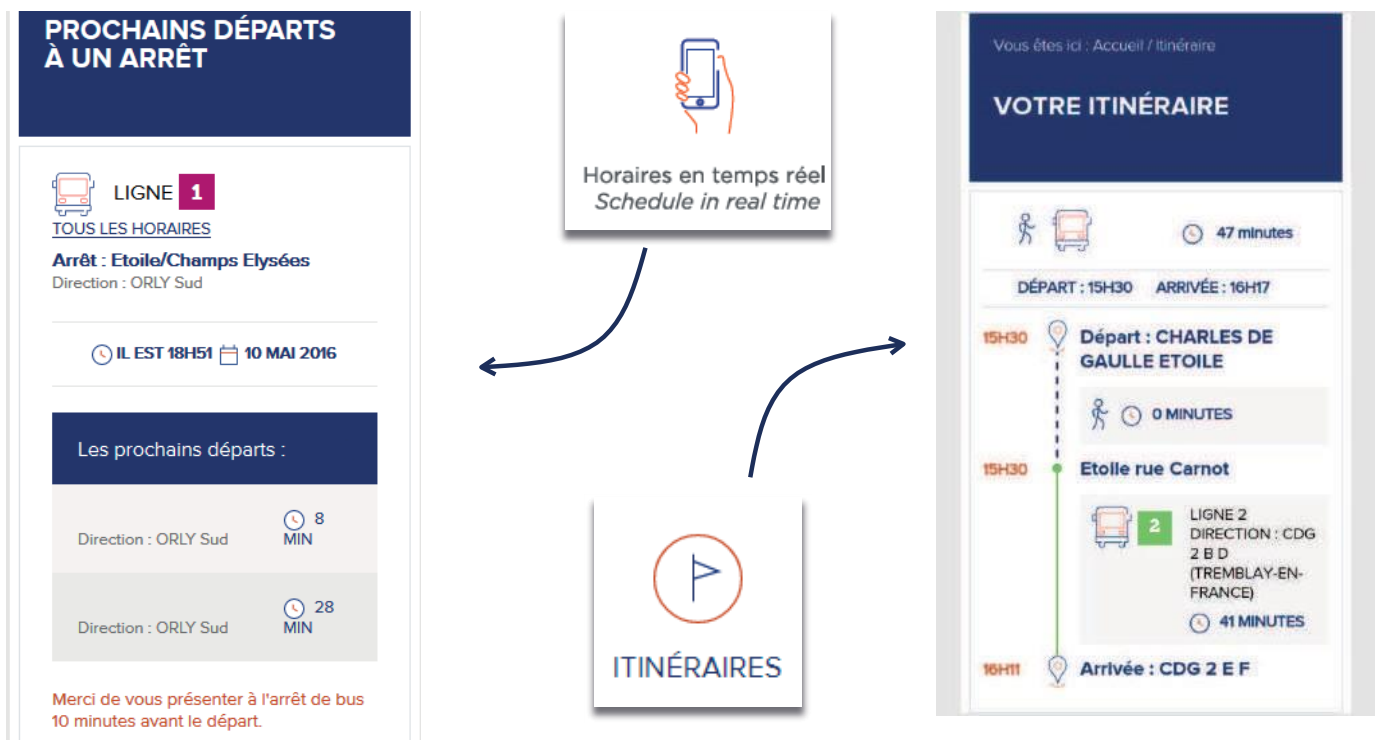
## A fully-digital customer experience from end to end

Keolis is innovating with Le Bus Direct and now offers connected passengers an end-to-end digital travel experience adapted to all kinds of devices:

- Possibility to prepare your journey from door to door online with the route planner, which includes timetables for other public transport in addition to the Bus Direct-Paris Aéroport routes between the departure and destination points.
- Possibility to buy your e-ticket online via the lebusdirect.com website in just a few clicks, to download it and to show it directly to the driver (e-tickets are valid for one year).
- Coming soon: the possibility to estimate your journey time thanks to real-time traffic information.

The screenshot displays the Le Bus Direct website interface. At the top, the logo 'LE-BUS DIRECT' is on the left, and navigation links 'LIGNES ET HORAIRES', 'TARIFS', 'ACTUALITÉS', 'QUI SOMMES-NOUS?', and 'ACHETER EN LIGNE' are in the center. The Paris Aéroport logo is on the right. Below the navigation bar, a dark blue banner reads 'LES CARS AIR FRANCE deviennent LE BUS DIRECT Paris Aéroport'. The main content area is divided into several sections:

- VOTRE ITINÉRAIRE:** A form for route planning with fields for 'Départ', 'Arrivée', a date '10/05/2018', and a time '16:00'. A 'VALIDER' button is at the bottom.
- Map:** A map of Paris and its surroundings showing bus routes. A pop-up window for 'LIGNE 1' is open, showing 'ORLY Sud' and 'Etoile/Champs Élysées' with a 'LES HORAIRES' link and an 'ACHETER' button. Another pop-up for 'LIGNE 2' shows 'ROISSY CDG Terminal 2E - 2F' and 'Tour Eiffel' with a 'LES HORAIRES' link and an 'ACHETER' button.
- PROCHAINS DÉPARTS:** A section with a clock icon and a 'PROCHAINS DÉPARTS' button.
- INFO TRAFIC:** A section with a traffic light icon and an 'INFO TRAFIC' button.
- Promotional Content:** A photo of a man with a bus, a circular badge saying 'Postez une photo du Bus Direct ! A GAGNER...', and text '1 voyage en Europe' and '10 allers-retours avec Le Bus Direct'.
- Line Details:** Two columns showing line details: 'LIGNE 1' (ORLY AÉROPORT <=> PARIS ÉTOILE / CHAMPS-ÉLYSÉES) for 12€ and 'LIGNE 2' (CDG AÉROPORT <=> PARIS TOUR EIFFEL) for 17€. Both include 'ACHETER' and '+ DE TARIFS' buttons.



## Useful information accessible via Moovit and Citymapper

Le Bus Direct-Paris Aéroport's services are now included in the best-known transport applications: Moovit and CityMapper.

Moovit even includes a link to the online store to enable users to purchase their tickets directly via the app.

Keolis has set up partnerships with these start-ups to facilitate access to information about its services for everyone, particularly for occasional travellers and foreign visitors.

These partnerships are based on the transmission of updated information on the times and services of the Le Bus Direct-Paris Aéroport routes.

# LE BUS DIRECT-PARIS AÉROPORT: the best way to travel between Paris and its airports

A strategic partnership between Keolis and Groupe ADP

Le Bus Direct–Paris Aéroport sports the new Paris Aéroport livery—the visual commercial identity of the airports—thereby expressing Groupe ADP's commitments on services vis-à-vis its 95 million annual passengers.

This partnership will also make it possible to extend the Paris Aéroport experience into the heart of Paris, as much through the communication and information tools (the livery on the coaches, the website, signage, Paris-Worldwide magazine, etc.), as by the travel experience.



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