



**EUROVELO AND CYCLE TOURISM
CONFERENCE 2018**
LIMBURG BELGIUM, 26 - 28 SEPTEMBER
EXPERIENCE THE UNIQUE



Martin Bethge



After he has worked across multiple transportation and bike disciplines, Martin Bethge now accounts the business side of bike transportation at FlixBus and FlixTrain. With being data driven as a core skill, he tries to fade out his own passion (cycling up mountains and ending up at beaches) when pushing the bike rack equipment level at Flixbus. He developed a strategy for an organization and prioritization of racks at buses with focus on economic feasibility. At Flixbus he eventually achieved an equipment level of more than 90% of all rides in the German-speaking entities and an ongoing international roll-out in several entities such as Italy, BeNeLux and Scandinavia.

Martin will give a presentation titled *“Flixbus”* in parallel session F - Perfect companions: Cycle Tourism and Public Transport (14:15-15:45).

