

Berlin, 25 February 2025

## PRESS INFORMATION

### Partnership between SPK and Flix for Museumsinsel Berlin

On the occasion of the 200th anniversary of Museumsinsel Berlin, the travel-tech company Flix and SPK have joined forces to make culture accessible to as many people as possible and to promote the island's anniversary.

In 2025, ten Flix buses will be on the road as “cultural ambassadors on wheels.” Adorned with special Museumsinsel branding, they will draw attention to the anniversary on various routes across many cities in Germany and neighboring countries on their way to Berlin. Flix customers will benefit from a range of advantages: a quota of free museum tickets and special giveaways have been reserved for them. Flix and SPK will also organize joint events on Museumsinsel Berlin. At the same time, Flix is providing financial support for the anniversary.

**Daniel Krauss**, CIO and co-founder of Flix, explains: “Especially in times of tight budgets in the cultural sector, we want to make a difference. With this partnership, we show that mobility and culture can go hand in hand. We are proud to make a unique anniversary experience accessible to everyone together with Museumsinsel.”

#### Flix

Flix aims to transform public long-distance passenger transport with sustainable and affordable long-distance bus and train travel and is represented in more than 40 countries on four continents. Flix's brand portfolio includes FlixBus, FlixTrain, Kamil Koç, and Greyhound. Since its founding in 2013, Flix has quickly achieved market-leading positions in long-distance bus travel in Europe, North America, and Turkey with its asset-light business model and innovative technology platform, and has rapidly expanded further into South America and India. Driven by the growing awareness of sustainable travel, Flix aims to achieve net-zero operations in Europe by 2040 and worldwide by 2050. In order to assess its progress within a scientifically recognized framework, Flix has set short-term targets for emissions reduction in collaboration with the Science Based Targets Initiative.

Flix manages the commercial side of the business, including network planning, pricing and operational control, marketing and sales, quality management, and continuous product development with a data-driven approach.

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The day-to-day operations are carried out by proven Flix partners. This innovative combination of Flix's technology and sales platform with traditional passenger transportation has turned the European start-up into a leading, globally expanding travel-tech company.



For more information, please visit [corporate.flix.com/de](https://corporate.flix.com/de).

**Press images:** <https://www.preussischer-kulturbesitz.de/newsroom/presse/pressebilder/pressebilder-zur-museumsinsel-berlin.html>

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