

## Press release

### Tootbus launches “Tootie”, the first AI-powered conversational city guide, transforming the urban sightseeing experience

**Paris, July 1, 2025 – With the launch of Tootie - the first AI-powered conversational city guide RATP Dev’s (RATP Group) sightseeing subsidiary - Tootbus is setting new standards in the bus tour experience and further strengthening its leadership in the sightseeing market.**

Available on the Tootbus mobile app from July 15 in the four cities where Tootbus operates – Bath, Brussels, London and Paris – this innovation allows users to interact vocally with an interactive sightseeing companion capable of answering questions in 50 languages.

Thanks to this AI technology, tourists can gain real-time access to historical information about sites on the tour, personalised recommendations about neighbourhoods and navigational assistance. This ability to provide contextualized and multilingual information enhances customer satisfaction and transforms the discovery experience.

With this innovation, Tootbus confirms its position as a leader in tourism innovation, combining smart mobility with cutting-edge technology to create a new chapter in the way visitors explore cities.

Designed and developed by the Tootbus digital teams in collaboration with Appsolute, Tootie harnesses cutting-edge technology to transform the sightseeing experience for visitors and residents alike.

**Arnaud Masson**, Executive Director Digital & Sightseeing BU: *“Launching Tootie simultaneously across our four cities marks a milestone in our commitment to customer experience innovation. This one-of-a-kind conversational guide goes beyond simply providing information to create a truly intuitive and personalised interaction making each visit more engaging, more accessible, and more memorable.”*

**See below your invitation to test Tootie  
on board a Tootbus in Paris, on July 10, 2025.**

**RSVP by July 7, 2025 to:**  
Mélanie Japaud - +33 6 59 47 29 43 - [mjapaud@epoka.fr](mailto:mjapaud@epoka.fr)



## TOOTBus By RATP Dev

### TOOTBus invites you to discover Tootie in an exclusive preview

**10 July at 9:30 AM**  
3 rue du Faubourg Saint-Honoré, 75008 Paris  
Metro: Madeleine

On the agenda:

**9:30 AM** – Welcome coffee & presentation  
**10:30 AM** – Bus departure from Place de la Concorde  
After the test, you're free to hop off at the Tootbus stop of your choice

**Tootie, the AI changing the way we experience cities**

#### About RATP Dev

RATP Dev is a subsidiary of the RATP Group, global leader in high-capacity urban rail and the world's third largest public transport operator. All over the world, our 25,000 people design, operate, maintain and modernize public transit networks of automated metros, commuter rail, tramway, bus and many other modes.

We have forged our expertise in the ultra-dense, constantly-modernised Paris network. For 125 years, our experts have managed complex projects, improved the passenger experience, and participated in major sporting and cultural events.

Thanks to this unrivalled know-how, we serve more than 100 cities in 16 countries and 5 continents. We provide custom-made solutions that meet their specific challenges in terms of the environment, social inclusion, growth or attractiveness.

We build, deliver and commit for the best of public transport, every day, everywhere, for everybody – to make it the natural choice for cities and passengers.

[www.ratpdev.com](http://www.ratpdev.com)

#### About Tootbus

Tootbus, a subsidiary of RATP Dev, is the world's first low emissions sightseeing bus company and is a leading operator of hop-on hop-off sightseeing bus tours in Bath, London, Paris, and Brussels.

As a pioneer in sustainable urban tourism, Tootbus is committed to reducing its environmental impact through continuous innovation and responsible practices. Its fleet of 95 low-emission buses, 35% of which are electric, reflects this ambition to preserve natural resources and combat climate change.

[www.tootbus.com](http://www.tootbus.com)