



Butterfly Launches Innovative Coach Sleeper Seat at Busworld Europe 2025

Convertible 3-in-1 design helps operators maximize fleet use, capture premium fares, and deliver business-class comfort on the road

[Brussels] – October 5, 2025 – Butterfly Flexible Seating Solutions (Butterfly Seating) today launches Butterfly-Motorcoach, its Coach Sleeper Seat, at Busworld Europe 2025 - introducing European operators to a uniquely flexible design that redefines long-haul comfort. In less than 10 seconds, the Butterfly seat can transform from two premium recliners into a private lounge or a full two-meter lie-flat bed – without tools, floor anchoring, or cabin rework.

This flexibility allows operators to serve multiple passenger segments with a single vehicle and avoid costly reconfiguration. It is especially valuable for markets such as overnight scheduled services, sports leagues, and entertainment tours - segments where passenger comfort and privacy are critical. Already in service across the U.S. through Napaway and its network of operators, Butterfly proves how its engineering expertise turns flexible design into measurable value for passengers and operators alike.

"Busworld is the perfect stage to debut Butterfly in Europe," said Lars Rinne, CEO of Butterfly Seating. "With one seat offering three modes, operators gain the flexibility to run daytime routes, overnight sleeper services, or VIP charters with the same vehicle. That adaptability unlocks premium passenger comfort and privacy, while at the same time strengthening utilization and margins. And as Europe looks for practical ways to decarbonize long-distance travel, Butterfly provides a hardware solution that supports profitability and sustainability in equal measure."

About Butterfly Seating

Butterfly Flexible Seating Solutions combines visionary aesthetics with business practicality, using state of the art aerospace engineering techniques to craft convertible seats for air, rail, and road travel, with a focus on longevity and reliability. We are on a mission to help operators unlock the untapped value of flexibility – in comfort, design and revenue potential.

One Vehicle, Multiple Markets

Instead of committing to fixed layouts or costly static configurations, Butterfly enables operators to adapt interiors between trips and scale premium offerings as needed.

- **Three Modes in One Seat:** Transforms from two reclining seats into a private lounge or a 2-metre lie-flat bed in under 10 seconds - enabling operators to run daytime, overnight sleeper, and premium charter services with the same coach.
- **Lie-Flat Comfort:** Spacious 2-metre bed with up to 40-inch hip width offers 30% more lateral space than traditional coach bunks, delivering lie-flat luxury comparable to business-class air travel.
- **Passenger-Ready by Design:** Privacy screens, personal storage, charging ports, and refined finishes create a sleep-ready environment that supports brand differentiation and passenger satisfaction.

Experience Butterfly at Busworld Europe

Butterfly will exhibit at Busworld Europe for the first time in 2025, showcasing the Coach Sleeper Seat in Hall 11, Booth 1220. Media and attendees are invited to see the seat in action, test the quick transformation themselves, and speak with CEO Lars Rinne about Butterfly's European launch and product innovation.

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