

PRESS RELEASE

G7 accelerates the deployment of artificial intelligence to enhance taxi services at VivaTech 2026

Official mobility partner of VivaTech for the fourth consecutive year, G7, France's leading taxi provider, will showcase at its booth (3G10) innovations that are already improving the experience of passengers, drivers and employees through artificial intelligence.

Paris, June 15, 2026 – G7 is the official mobility partner of VivaTech 2026, taking place from June 17 to 20 in Paris (Paris Expo – Porte de Versailles). One year after launching the G7 Mobility Center, a hub for innovation, G7 is taking a new step forward in scaling artificial intelligence.

With 30 million passengers transported annually, 100 IT engineers and €18 million invested each year in its technology tools, Europe's leading taxi provider will present at VivaTech the solutions shaping the "augmented taxi" of tomorrow.

Artificial intelligence serving passengers and taxi drivers

In 2026, G7 is unveiling several practical innovations developed within its G7 Mobility Center. Before the ride, to streamline booking alongside existing channels (app, website and phone), G7 is experimenting with two new AI-native channels using conversational agents for taxi booking via callbots and WhatsApp. Leveraging natural language and contextual understanding, artificial intelligence makes booking a G7 ride even simpler, faster and more effortless, seamlessly integrating into users' everyday habits.

To support affiliated drivers in their daily work, G7 has also deployed a conversational AI assistant. Complementing the work of G7 teams, this tool—available 24/7—provides instant access to essential information for drivers. It can understand queries formulated in natural language, either through a conversational interface or via voice commands when used in-vehicle. Since its launch in March 2026, it has generated more than 4,000 conversations with 2,000 drivers.

Building smarter, more human and more sustainable mobility

For G7, artificial intelligence only creates value when it securely enhances the expertise and know-how of human teams. The company continues to invest in a sovereign technology platform that ensures data security and governance.

G7 is also preparing the future of mobility, with a target of reaching 30 % electric vehicles within its fleet by 2030 by actively supporting drivers in their transition to electric. At the same

time, the company is anticipating the gradual rollout of robotaxis, which will complement its offering within a hybrid mobility model.

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“One year after launching the G7 Mobility Center, we are reaching a new milestone with the large-scale deployment of practical and useful AI solutions. Our ambition is to make AI a true co-pilot for taxi drivers and a lever for continuously improving the customer experience. At G7, we believe the future of mobility lies in combining artificial intelligence, technological sovereignty and human expertise.” **Zineb Essahli, Chief Strategy and Transformation Officer, G7**

About G7

As France's leading taxi company, G7 has two core missions: improving mobility for all and making daily life easier for taxi drivers. G7 operates in more than 260 cities across France. With nearly 10,000 independent drivers in Paris and over 5,000 partner drivers in other regions, G7 transports more than 30 million passengers each year. The company offers individuals and businesses a wide range of efficient and innovative services and tools to support their everyday mobility needs. G7 is a subsidiary of the Rousselet Group. www.g7.fr

About VivaTech

VivaTech is Europe's leading startup and tech event, globally recognized as a powerful catalyst for business transformation, startup growth and innovation for the common good. Since 2016, VivaTech has brought together in Paris leading executives, startups, investors, researchers and thinkers from around the world for a unique experience combining inspiration, networking and innovation showcase. Since 2021, VivaTech has also expanded with a digital platform connecting a global community of innovators. The 10th edition will take place from June 17 to 20, 2026. <https://vivatech.com/presskit> and [@VivaTech](https://twitter.com/VivaTech).

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