

# busworld newsletter



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## COME TO BUSWORLD KORTRIJK

Everyone in the Busworld headquarters is working at a hectic pace as the final preparations are made for the 19th edition of Busworld Kortrijk. It will be held from Friday 19 to Wednesday 24 October in the Kortrijk Xpo, from 10.00 to 19.00 daily. There will be press days on Thursday and Friday, and the fair will be open to the general public on Sunday.

There has been great demand for exhibition space. Manufacturers and suppliers of components and services around the world recognise that Busworld Kortrijk is the most important event in the calendar for launching products and meeting customers, old and new.

There will be more space than ever before, with six halls, two ramblas and four pavilions, giving in total 50,000sq m. At the latest count, Mieke Glorieux, Director of Busworld Kortrijk, is expecting 351 exhibitors from 32 countries.



This record extension of the exhibition facilities will put pressure on parking spaces, except for

### THE EVOLUTION OF BUSWORLD KORTRIJK

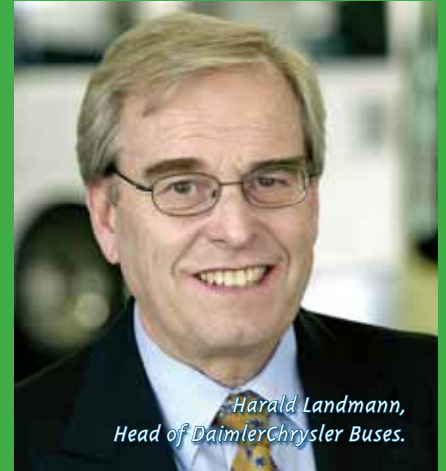
Year	Vistors	Countries
1971	520	2
1973	550	3
1975	2.020	5
1977	3.535	5
1979	4.009	6
1981	4.828	12
1983	6.659	17
1985	11.253	22
1987	12.623	32
1989	14.278	48
1991	17.027	64
1993	17.821	71
1995	19.138	80
1997	19.976	85
1999	20.914	78
2001	23.943	
2003	24.224	111
2005	25.236	108



*Temsa has a growing presence in European markets.*



## DAIMLERCHRYSLER PREDICTS RISING MARKET



*Harald Landmann,  
Head of DaimlerChrysler Buses.*

exhibitors. A specialist company, Parko, will organise parking lots in the vicinity of Xpo and will run regular shuttle buses.

There will also be shuttle services to and from Kortrijk station and from the main hotels in Lille, where many people find accommodation. The bus and coach manufacturing industry is becoming more and more global. While the Western European market is around 10% of the world's annual demand for buses and coaches, above 8.0 tonnes gross, the influence of Western European manufacturers, in global terms, is far wider. They are present throughout the world with direct

exports, subsidiaries, local assembly, licence agreements and joint ventures. This includes an active presence in the world's two largest markets, China and India, where Busworld organises the leading trade fairs with local partners.

While Busworld Kortrijk started out mainly for Belgian bus and coach operators, it has now grown into the most international event of its kind. In 2005, more than 25,000 visitors came from 107 countries. That gives exhibitors and visitors an unrivalled opportunity to communicate and do business. Busworld Kortrijk is the place where deals are done!

Speaking at a pre-Busworld Kortrijk press event, Harald Landmann, Head of DaimlerChrysler Buses, said that his company had confirmed its clear market leadership in Western Europe. "Our goal now is to boost our market share further, for which we are increasing the flexibility of our European production network." For example, because of very high levels of demand, the Citaro city bus is being built not only in Mannheim, but also in Neu-Ulm.

For the full year 2007, DaimlerChrysler Buses expects to match the high sales totals registered in 2006. The company also forecasts that global sales of buses over 8.0 tonnes gross will grow from 225,000 in 2006 to more than 240,000 units this year. Growth will be driven by developments in Asia, particularly in India and China, and Latin America, especially Brazil. Commenting on the overall business situation, Harald Landmann said that DaimlerChrysler Buses had increased its global sales in the first half of 2007 by around 3% year on year, to 18,640 units (compared with 18,135 in the first half of 2006). Sales of complete buses increased by around 160 units to 5,154, and of chassis by around 350 to 13,486 units. EvoBus registered 3,267 vehicles over 8.0 tonnes gross in the first half of 2007 in the Western European market, giving a market share of 24.2%. The strongest growth had been in the city bus segment.



*Sunday is open to the public and very popular with families.*

# EUROPEAN BUS & COACH FORUM



*The new Setra ComfortClass S416 GT will be launched at Busworld Kortrijk.*

On 19 October, the fifth European Bus & Coach Forum will be held in one of the meeting rooms in Kortrijk Xpo. It is being staged jointly by the International Road Transport Union (IRU), the United Federation of Travel Agents' Association and the European Tour Operators Association. The theme will be "Coach Travel: The Green and Safe Alternative". The forum is being organised in partnership with Busworld Kortrijk.

Francesco Pacifico, IRU Vice President and the President of the IRU Passenger Transport Council, said: "Buses and coaches are

undoubtedly the most fuel-efficient and safest mode of transport. The upcoming EU policy initiatives on urban transport and sustainable and profitable tourism should recognise the crucial role of collective passenger transport by bus and coach in providing a viable, safe and environmentally-friendly alternative that meets today's customers and societal demands."

Participants will include high level representatives of the European Parliament, the European Commission, public transport planners from the cities of Venice and Dresden, the American Bus Association, as well as coach and travel business leaders from EU member states

Topics to be discussed will focus on sustainable city policies and on sustainable and profitable industry practices implemented by operators. Topical practical problems, such as the suppression of the EU 12-day derogation in international coach tourism and the discriminatory taxation of coaches in some tourist destinations, will also be addressed.

For further information and registration, please contact [cristina.grimme@iru.org](mailto:cristina.grimme@iru.org)

## AURORA

Aurora has 77 years in the heating and ventilation business and will launch at Busworld Kortrijk a new heating system that is an alternative to convector products. Known as Coanda, it is a compact side-wall heater that provides a good balance between performance and cost. It has low noise level and weight and is easy to maintain. See it in action on the Aurora stand in Hall 4.

## IRISBUS TO LAUNCH MAGELYS

Irisbus will occupy a large part of Hall 3 at Busworld Kortrijk. Their most important exhibit will be the new Magelys coach which replaces the long-running Iliade range.



*The new Magelys luxury coach from Irisbus*

Magelys has many novel features and there has been considerable input from women in the design of the interior. Régine Debernis, who lead this team, has been known to say that no-one would let a man design the interior of a house! She took Irisbus engineers out on coaches, giving them the travel experience of typical coach customers. Among the novel features are glazed panels, inserted at roof height along each side of the coach. This gives an enhanced view for all passengers. The best seats are no longer just in the first two or three rows behind the driver.

## PATRICK VAN IMPE

Patrick Van Impe has been appointed Secretary General of BAAV, the parent organisation of Busworld, and took up his post on 1 July.

Patrick, 43, is a master in economics and in marketing. He brings to BAAV and Busworld a wealth of experience in tourism and marketing. He is looking forward eagerly to Busworld Kortrijk, and to meeting exhibitors and visitors.

Patrick will succeed Luc Glorieux from 1 January 2008. Both Patrick and Busworld will continue to benefit from Luc's enormous experience by retaining him as a consultant for several years. Mieke Glorieux will continue as Director of Busworld Kortrijk.

# VOLVO WINS COACH OF THE YEAR 2008

The International Bus & Coach of the Year Jury has nominated Volvo's 9700 coach as the Coach of the Year.

To enable the Jury to reach its verdict in a fair and informed manner, the Coach Euro Test was staged in Switzerland over a three day period. Jurors had the opportunity to drive and travel on the candidate coaches on a 52km test route, taking in a wide variety of different road conditions. Coaches of 12 metres or more in length, launched within the preceding two years, were invited to participate, and this year's field was the strongest for some time. Presentations were also made by each of the manufacturers. In reaching their decisions, the Jurors, each representing a leading trade magazine in a different European country, took into consideration several factors. They looked for innovation, comfort, performance, ease of driving, safety, style and a host of other factors that determine the appeal of a coach to its passengers, driver, operator and maintenance team. The Volvo 9700 Prestige was a 13-metre, three-axle touring coach powered by a rear-mounted engine, developing 460bhp, driving through



the second generation of Volvo's own I-Shift automated 12-speed manual transmission.

The Jury concurred that the Volvo was particularly strong in terms of the experience provided for passengers. The sloping floor, with its theatre style seating layout, coupled with an uninterrupted view through the front screen and no unnecessary styling features, meant there was nothing to impair the enjoyment of the scenery. The seats themselves, complete with three-point seat belts, offered excellent comfort and like the rest of the interior, were trimmed in perfectly co-ordinated materials and colours. The coach was equally impressive from the driver's perspective. The Jurors welcomed the comfort, sufficient space for belongings, and an excellent mirror set-up. They particularly praised the second generation I-Shift gearbox. One said it was "a super vehicle to drive – I was really impressed with it." The 9700 also scored well for active and passive safety systems.

The coveted "Coach of the Year 2008" prize will be handed over at Busworld Kortrijk by Stuart Jones, Chairman of the Jury, to Håkan Karlsson, President of Volvo Bus Corporation, at 11.30 on Friday morning on the Volvo stand in Hall 5.

## VOITH CONTROLS COSTS

Voith Turbo will present its new "DIWA Excellence" programme which sets new standards in monitoring and servicing automatic transmissions in city buses.

The programme offers two decisive customer benefits – increasing the availability of vehicles and reducing costs for operators by means of tailor-made solutions for fleets of all sizes.

DIWA Excellence differentiates between costs for repairs and maintenance and costs due to daily operation. For the latter, fuel costs play a substantial role. If just two to three percent less fuel can be consumed, that can lead to substantial financial savings. Voith says that preventive maintenance is always more cost-effective than repairing a component after has failed. DIWA Excellence enables fleet engineers to plan maintenance in advance, leading to higher overall availability of vehicles.

You can find the Voith stand in the middle of Hall 5.



Patrick's appointment marks a busy year for BAAV, with Mark Van den Bossche having been elected President earlier in the year.

# SETRA WORLD PREMIERES

*The TopClass range has been face-lifted with a number of innovations.*



Setra will have four premieres at Busworld Kortrijk. The TopClass 400 range, first launched in 2001, has been given a comprehensive face-lift, with numerous technical innovations and visual enhancements, offering coach operators, drivers and passengers even more advantages in terms of comfort, quality, design and, above all, safety.

The overall length of the TopClass range has been increased by 200mm, all on the front overhang, except on the short S411HD, where the increase is 60mm. This gives additional space for the driver and courier.

Setra will introduce its new Front Collision Guard (FCG) system on

the new TopClass. This also meets the requirements for an under-ride guard, according to ECE-R93, and the pendulum impact test – a test requirement for the structural rigidity of bus skeletons, according to ECE-R29. The spare wheel, tyre and carrier remain in their position, under the floor at the front of the coach, and contribute to the effectiveness of the FCG system. Despite the addition of the Front Collision Guard, Setra has taken weight out of the new TopClass family. On tri-axle models, there is a new and lighter trailing axle which is steered electronically. The use of independent suspension on this unit enhances ride and comfort.

The popular ComfortClass 400 range has been extended with the introduction of two models. The S416 GT is a new lower height version built to an overall length of 13.04 metres on two axles. It is a true multi-purpose coach, lending itself to a variety of applications. Weight has been optimised by using aluminium wheels, side windows of reduced thickness, and an improved air conditioning system. It will be in the demonstration park outside Hall 5.

The S416 GT-HD/2 is built to an overall length of 13.02 metres on two axles. This model was launched last autumn, but a new weight-optimised version has been developed, principally for the French market. The second nearside doorway is mounted behind the rear axle ahead of a floor-mounted toilet and galley area. It will be available with 42-46 reclining seats and a very impressive 12.6cu m luggage capacity.

The MultiClass 400 range has been made even more versatile by the introduction of the S416 UL, built to an overall length of 13.04 metres on two axles. This vehicle is suitable for rural services and day excursions, and fills a significant gap in the MultiClass range.

Setra and Mercedes-Benz will be on adjacent stands in Hall 5, and with more display area than ever before.

## SIA EXPANDS

SIA, based in Zaragoza, Spain, is typical of the many component and service suppliers that attend Busworld Kortrijk. The company was founded in December 2002 and initially started distributing parts and accessories made by BEPO, a Brazilian company with more than 35 years in the automotive sector.

More recently, SIA has entered into an agreement to promote expanded polyurethane products made by another Brazilian company. SIA is now able to offer a whole range of components for the interiors of buses and coaches, including partitions, window profiles and arm-rests.

You will find SIA Pavilion 3.

## HOTELS AND DIRECTIONS

Kortrijk lies in the heart of Western Europe. It is a small Flemish city in the west of Belgium and stands at the crossing of two motorways, the E17 (Copenhagen-Antwerp-Paris-Lisbon) and the E403 (Ostend-Bruges-Tournai-Liège-Cologne).

There are frequent connections from Kortrijk railway station to Brussels, Lille and Ostend, with shuttle bus connections to the Xpo.

Nearby Lille is an important hub on the European high speed rail network with direct links to London, Paris, Charles de Gaulle Airport and other parts of France.

The nearest airports are Brussels, Paris, Ostend, Lille-Lesquin and Kortrijk-Wevelgem. This lies just 2km from Xpo and is fully equipped for general aviation.

Hotels in and around Kortrijk are totally overwhelmed by demand for accommodation during Busworld. Many regular visitors and exhibitors check out at the end of one Busworld and book their accommodation for the next edition in two years time!

This year, Busworld has signed an agreement with a well-known Belgian agency that will help visitors to find accommodation.

Contact them on the web at [info@deboeck-incoming.com](mailto:info@deboeck-incoming.com), stating your requirements. Fortunately, Xpo Kortrijk is easily reached by an excellent road network, avoiding the need to go into the centre of the city.



## SCANIA STAYS WITH EGR

Scania has announced a new range of engines that will become available shortly and will comply with Euro 5 emission limits, without the need for any exhaust after-treatment.

Scania has retained its policy of having a common cylinder size for all its engines but these have been bored out slightly. Therefore the 5-cylinder engine will go up to 9.3 litres and the 12 litre engine to 12.7 litres. Several new technologies have been introduced, including the XPI (Extra High Pressure Injection) system, developed jointly with Cummins. XPI is a common-rail system fuel injected at a peak pressure of 2,400 bar.

The 5-cylinder engine will be used transversely in city buses and in line in interurban vehicles. It will be available with power outputs of 230, 280 and 320bhp. The two lower power outputs can be offered with the option of a maintenance free filter to meet EEV emission limits. The 12.7 litre engine will be available in express and touring coaches, with power ratings of 360, 400, 440 and 480bhp.

In the European bus and coach industry, Scania sees the strongest growth in the interurban sector. Two new models have been developed. The Irizar i4 range is available with optional floor heights and at various lengths up to 15 metres. For Nordic markets, Scania has worked with



*The new Irizar i4 multi-purpose coach body on a Scania chassis will be at Kortrijk.*

Lahti, the Finnish bodybuilder, to develop the OmniExpress. This is available with alternative heights of 3.4 and 3.6 metres. The lower height is more suitable for interurban work, with the higher vehicle offering greater luggage capacity for express services. Scania will be in its usual place in Hall 6 at Busworld Kortrijk.

## STRONG GROWTH BY VDL BUS & COACH

The Bus and Coach Division of the VDL Group recently reported excellent results for the first half of 2007. Turnover increased by 50% to EUR387m, compared with the previous half year.

VDL Bus & Coach will show a selection of 15 vehicles and chassis modules on its large stand in hall 4. There will be world premieres for the Futura FLD104-365, a 41-seat, lower deck, version of the Futura range that recently celebrated its 25th anniversary. Also totally new will be the Picardie luxury midicoach, based on a Mercedes-Benz Vario 818 chassis.



*The new Citea city bus from VDL Bus.*

For many operators, it will also be the first chance to examine the Citea full low floor city bus that was launched earlier this year. External exhibits will include the first lowered version of the Jonckheere coach that was originally launched two years ago in the high deck version.

## EVOLUTION FROM VAN HOOL

Van Hool will occupy its customary large stand in Hall 6 at Busworld Kortrijk. The Belgian manufacturer is famous for evolution rather than revolution. Some subtle changes have been made on the coach range, using LED lighting externally and in the interior. LED offers substantial savings in power consumption.

The busy stand will have eight touring coaches, four city buses and the fuel cell bus which has been working with DeLijn for the last few months. This demonstrates Van Hool's ability to develop vehicles with very advanced technology.

One new model will be the A360 low entry bus, powered by a vertical engine mounted in line at the rear. Vertical engines are less expensive at Euro 4 and Euro 5 than the horizontal engine previously used in this model, but the greater height necessitates a re-design to the roof at the rear of this popular model.



## NEWSLETTER ON LINE

The Busworld Newsletter is now available on-line at [www.busworld.org](http://www.busworld.org). Alternatively, we can arrange to send it to you by e-mail. Please make your request to [mieke.glorieux@busworld.org](mailto:mieke.glorieux@busworld.org).

*The distinctive rear aspect of the Irizar i4 coach*

