

# Good to know

BUSWORLD DAILY NEWSPAPER FRIDAY 16 OCTOBER 2009



busworld®

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## Grand Award Coach for Setra

### Neck and neck race between four coaches

*The Grand Award Coach Busworld 2009 turned out to be a riveting neck and neck race. By a very small margin, the Grand Award Coach goes out to the Setra 416 GT-HD. The Grand Award Bus also goes to a product from the Evobus stable: the Mercedes-Benz Citaro Low Entry. In the midi coach category, amongst other things the jury succumbed to the abundant on-board facilities for the tour guide in the Otokar Vectio 250T. The Environment Award goes to the hybrid fuel cell A330 FC coach built by Van Hool. The Innovation Award goes to the VDL Group for the wide raft of innovations on board the Citea bus intended for Dubai and the Jonckheere SB400 coach. The prizes were handed out to the winners at a reception held at Busworld's headquarters in Rumbeke Castle.*

BY HANS KUIPERS

One area where Setras tend to be miles ahead of the competition is in the field of passive safety. By incorporating an extensively tried and tested safety construction into the carcass structure, both the driver and the tour guide enjoy excellent protection against a frontal collision. This safety structure acts as a kind of protective cage for them, which transfers the forces of the collision onto the structure of the coach without seriously endangering the driver or the tour guide. For the passengers, this construction does not pose any kind of danger either. The forces are largely transferred to the baggage hold and the passenger compartment is barely affected. The jury felt this safety construction was

good enough reason to nominate the Setra 416 GT-HD for the Grand Award for Coaches 2009.

#### GRAND AWARD BUS GOES TO CITARO

The Mercedes-Benz Citaro is well on the way to becoming of the most long-standing concepts in public transport. Originally launched in 1997, the Citaro's design has since been fully perfected, with the vehicle going on to acquire a solid position on the market as a public transport bus offering excellent value for money.

#### GRAND AWARD ENVIRONMENT GOES TO VAN HOOL

Presenting the Van Hool A330 FC hybrid bus with a fuel cell as the big surprise of this European Coach & Bus Week 2009 is not even an understatement anymore. In actual fact, the bus is a development that transcends every power of imagination. To the jury, there was something magical about seeing how a bus constructor that ranks among the smaller-scale manufacturers in a global sense, is capable of developing and building a bus that is so utterly revolutionary and managing to sell this bus outside of Europe to boot, i.e. in the US which is the second home market for this bus builder from Koningshooikt.

#### GRAND AWARD INNOVATION GOES TO VDL

These are troubled times for the VDL Bus & Coach Group. By the same token however, these are also times of opportunity to come up with innovative ideas and fresh new approaches to do well in market segments and territories that are perhaps not quite matter-of-course. Something which



One happy Chris Verbaeys at the handing of the Award for the Setra 416-GT-HD.

VDL proved during the European Coach & Bus Week with its Citea CLF-120 for Dubai and the coach Jonckheere.

#### GRAND AWARD MIDI-COACH GOES TO OTOKAR

From a technical angle, Otokar also ranks as a purveyor of top products as it uses high-quality Western European components, that fully comply with the requirements of European transporters in terms of emission levels, life cycle, fuel con-

sumption, maintenance intervals, availability, etc. Aspects which left a particularly favourable impression on the members of the jury when they were introduced to the Otokar Vectio 250T. This positive impression was boosted even further by the way in which this midi coach is equipped and especially by the workstation for the tour guide.

## Scania Touring as a world first



The new Scania Touring model.

*With its new Touring model, Scania is launching a completely new, integral lines of travel coach lines as a world first. The Scania Touring was designed by the specialist design team based in the Swedish town of Södertälje and is being built by the Chinese Higer company. With 12 metres in length, the Scania Touring comes with a 13 litre 400 hp Euro 5-EGR engine and Opticruise gearbox. The new model is being positioned and commercialised as an integral Scania travel coach.*

"Scania views the Touring as part of a worldwide expansion strategy. We are now finalising operations to introduce the model onto the market as of the start of 2010", explains Melker

Jernberg, Scania's senior vice-president. Sales are set to start in Central and Eastern Europe, to be gradually expanded to take in the Middle East, Africa and Asia." In Europe, Scania will be maintaining its collaboration with Irizar, the Spanish-based builder of luxury coach vehicle bodies, but in parallel is also set to offer the Higer-built Scania Touring model. With a sales price in the 190,000 to 200,000 euro bracket and full technical support and after-sales by the Scania service points, the Scania Touring is certain to prove a tempting proposition to many Western European operators. In the near future, Scania is looking to expand the Touring product line further, to be complemented with new variants and concepts. [GVL]

## Grand cru for Evobus

At Evobus, staff are ecstatic with joy. After landing the Kortrijk Grand Award for coaches and buses, Mercedes-Benz also managed to win the highly coveted 'Coach of the Year' title with its Travego coach.

Something which sparked all manner of frivolous scenes at the Evobus stand yesterday. In terms of winning awards, 2009 is certainly proving an excellent vintage year for Evobus.



## Busworld 2009: going for green

*We did not exactly have to search high and low to find the right theme this time around. The theme for this year's special anniversary edition – Busworld is hosting its twentieth salon in Kortrijk, and this is also the fortieth edition worldwide – simply imposed itself.*

Buses & Coaches are the reigning champions in the area of public transport when it comes to ecology. Moreover, the sector is becoming ever greener. The amount of attention that is made to go out to alternative powertrains at Busworld 2009 is the result of the increasing focus of attention to the carbon footprint left by buses and coaches. For now, developments are occurring virtually exclusively in the world of public transport buses. But anyone today claiming that hybrid coaches are strictly a matter of science fiction risks coming a cropper in the next few years ahead. Whilst hybrid buses were still rare at the last Busworld edition, today they are very much the number one eye-catchers on many stands.

A development that is duly substantiated by figures: the bus market is considerably less hit by the recession than other markets in the transport sector. Busworld is delighted to show the results of the investments made by operators in new vehicles and by bus and coach builders in new developments. The search for better solutions is one that goes on unabated.

Again, this year's edition is set to be a salon that highlights Busworld's mission: innovative, forward-thinking and full of atmosphere, with world launches and new products aplenty. Drawing over 380 exhibitors (we had 330 in 2007), the key players from the industry have turned out in full force.

Busworld itself is not resting on its laurels either. The anniversary edition is aimed at innovation in our approach and our implementation. The redesigned and modernised halls of Kortrijk Xpo are lending added power to this ambition. The European Car & Bus Week formula has been upgraded to become a forum for the latest developments in the area of buses and coaches. For its international events too, Busworld is purposefully playing the hand of innovation and expansion. Next year will see the Busworld flag flying in Russia for the first time. Turkey, China and India are the other places to be next year. In a nutshell, Busworld is continuing to act as the window on the bus and coach industry it has always been ... Welcome to Kortrijk.

Patrick Van Impe, Busworld ceo

## Seminars

During Busworld, a series of seminars are set to be held. Full details are available from [www.busworld.org](http://www.busworld.org). Click through to side events.

### FRIDAY 16 OCTOBER

#### Sixth European Bus and coach Forum

Topic: City Access and passenger rules

The first session is set to focus on a coach-friendly access policy to towns and cities. This theme will be treated from a variety of different angles: the views held by the European Commission, the towns and cities themselves (the town of Chester) and the coach operators. The second session deals with the new regulations on passenger rights in a similar manner.

From 9:30 am to 3 pm

Venue: Kortrijk Xpo Meeting Center

Website: [www.iru.org](http://www.iru.org), Click through to events

### SATURDAY 17 OCTOBER

#### India Day 10:30 am – 12:30 pm

The first session of this seminar deals with the latest developments in India in the area of Bus & Coach and the far-reaching ramifications of changed legislation on the industry. This is set to be followed by a number of testimonials of leading Indian Body Builders.

#### China Day 03:00 pm – 05:30 pm

Busworld Shanghai 2010 will be aligning on the theme of the 'Better City Better Life' World Exhibition, and as such is set to become the World Exhibition of the bus and coach industry in a manner of speaking. China Day in Kortrijk is keen to act in response to this topic, taking 'Better

City Better Life' as its topic of choice. Further to a general introduction on developments on the Chinese market, four leading constructors will be sharing their views with an international audience. Moderated by Doug Jack.

Venue: Kortrijk Xpo Meeting Center

### SUNDAY 18 OCTOBER

#### Tour guide day

Topic: 'The tour guide of the future, the future of the tour guide'

From 01:30 pm to 03:30 pm

Venue: Kortrijk Xpo Meeting Center

This workshop takes a closer look from three different angles at the current work situation of tour guides. First of all, Luc Glorieux will be bringing a number of experiences and approaches for coach trips, with a knowing wink to his book 'The future of the travel coach, the travel coach of the future'. He will be followed by Bob Beelen who will be staging a demonstration of the added value modern multimedia can bring to coach trips. This is set to be a treasure trove of unsuspected opportunities and capabilities, incoming information, processing and use of information using modern technology.

Toerisme Vlaanderen (Flanders Tourist Board) (Jos Vercruysse and Katrien Van Ginderachter) will be discussing the position of the tour guide, the value of the professional permit and the ways in which tour guides operate on a European level. And there is every chance that minister Bourgeois will drop in.

The target audience for this workshop is a wide and varied one: anyone who has to do with tour guiding or who is involved in the training of tour guides as well the groups tour guides work with: the coach opera-

tors as well as the constructors, who provide their coaches with the tools and instruments tour guides need.

### MONDAY 19 OCTOBER

#### A coach is not a truck

Topic: driving and rest times

From 02:00 pm to 04:00 pm

Venue: Kortrijk Xpo Meeting Center

Busworld has taken the initiative to relaunch the 'A coach is not a Truck' protest action in collaboration with the FBAA, the IRU and other foreign federations. The main objective is to enforce separate driving and rest time regulations for the transport of passengers. We trust we may rely on your support for this protest.

### TUESDAY 20 OCTOBER

#### Bus Ecology And Alternative Fuels Conference

Topic: Eco-friendly city buses

From 02:00 pm to 03:30 pm

Venue: Kortrijk Xpo Meeting Center

Ecology is assuming a constantly increasing level of importance on the policy agenda. A number of leading constructors will be focusing attention on developments over the past decade and what the near future will be bringing.

#### Coach Ecology And Safety Conference

Topic: Ecology and safety

From 04:00 pm to 05:30 pm

Venue: Kortrijk Xpo Meeting Center

Ecology and safety do not necessarily go hand in hand at all times. Safety regulations have an impact on the weight of the coach, which means they consequently also have a detrimental impact on the level of fuel consumption. Fire-resistance materials can have a negative impact on the environment. The trade-off between safety and environmental concerns takes centre stage at this seminar.

## Busworld 2009 on the road to breaking records

Bringing 41,500 square metres in exhibition surface, including the new XXL hall that was taken into operation last year and a semi-permanent hall offering 7,500 square metres in surface area which was purpose-built to accommodate the salon, the 2009 Busworld exhibition is one of the biggest ever, Busworld manager Mieke Glorieux reported.

Her presentation included an impressive listing of facts and figures: no less than 389 exhibitors are taking part in this year's event, including 70 bus and coach builders and 319 part suppliers from a total of 29 countries. Following a tentative and guarded start two years ago, the Chinese bus industry has since gone on to obtain

a place of its own at the Busworld salon in Kortrijk. This year's salon sees no less than four Chinese bus builders joining in the proceedings with their own stands: King Long, Yutong, Ankai and Golden Dragon.

The salon's central topic is the environment, with a considerable focus of attention going out to alternative fuels and ditto powertrains to name but two. As such, the salon is set to showcase the first bus powered by fuel cells as its powertrain. In doing so, the Busworld exhibition affirms its position as a worldwide platform for the transport of passengers by bus. Busworld is firmly keeping its finger on the pulse in spotting and drawing attention to bottlenecks and providing solutions in response.



The Busworld organisers are expecting a successful 2009 edition.



busworld.

## Stockholm is Europe's most coach-friendly city

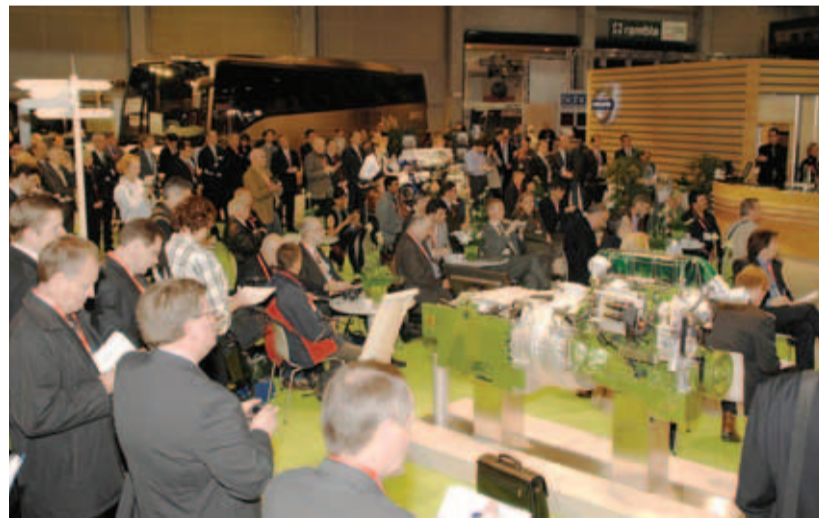
Swedish capital Stockholm has won the IRU 2009 City Trophy. The prize is the IRU's bid to reward coach-friendly cities. In winning the award, Stockholm gave cities such as the German city of Bremen, Southport in the UK, Polotsk in Belarus and the Chinese capital Beijing the go-by. In keeping with this award, the IRU 2009 Special Company Award went to Swedish bus company Flygbussarna Airport Coaches, which handles bus traffic between Swedish airports and various towns and cities across Sweden. Bringing to bear a targeted campaign, the company managed to persuade a great many airline passengers to go for the eco-friendly bus rather than use their own car to be taken to the airport.

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## Volvo starts off press day

Thursday, press day. Another tradition we are happy to uphold. Volvo got things underway with Håkan Karlsson, Volvo Bus Corporation's CEO. The tenor of his speech was one we heard echoed by several constructors. The order book has not been quite as full in 2009 as it has been in previous years, but this has not stopped Volvo (or any of the other bus and coach builders) from continuing to plough significant investments in the greenification of its (their) buses and coaches.

At the company's stand, the members of the press who had shown up in droves were able to see the Volvo 7700 Hybrid up close and personal. The 7700 Hybrid uses Li-ion (Lithium-ion) type batteries. Volvo opted for this type of batteries as they offer the best energy storage capacity in proportion to their weight. The batteries have been developed to enjoy a 6-year life cycle. In reality, a division will come into being in consideration of the application of the bus, depending on the number of kilometres covered each year and the level of traffic intensity.



Huge interest for the first press conference of the day at the Volvo stand.

The development of batteries has taken off and is continuing at break-neck speed. Batteries that are manufactured over the years ahead are certain to enjoy a longer life cycle than the batteries we are using today. The (Li-ion) batteries weigh just 220 kg, including the heating/cooling system. Which means the structure only needs to be given minimal reinforcements. Moreover, the structure has been fully checked and tried and tested in consideration of any crashes that may occur. The extra weight brought by the batteries is compensated for by the lighter (i.e. smaller-dimensioned)

diesel engine and by the I-Shift gearbox, which does not have a torque convertor and is not synchronised either.

The batteries have been placed on the roof at the front, giving an improved distribution of weight across both axles, allowing for a higher passenger capacity than on a comparable diesel version of this bus.

Reported Payback Time (without subsidies) is anywhere from 5 to 7 years. Obviously, this Payback Time is strongly contingent on the number of kilometres spent on the road, the type of application for which the bus is being used and the price of diesel.

## BUSWORLD MEETING POINT

Open: Thursday 15 through Wednesday 21 October, each day from 7:00 pm

SUNDAY 18 OCTOBER FROM 01:30 PM:

- FREE LIVE GIG BY

### THE SCALDISH NEW ORLEANS JAZZ MESSENGERS

- coffee and pancakes or waffle: 4.50 euros.
- free shuttle service between the meeting point and xpo kortrijk and free admission to busworld 2009
- free coach trip to be won to düsseldorf christmas market (including: return trip by coach on saturday 12 and sunday 13 december on a comfortable travel coach, overnight stay in an excellent 3\* hotel in a double room on room and breakfast buffet basis, 3 course menu, guided sightseeing tour by coach and walk around the city).