

## RSV Reutlingen – voted best bus company

**The Reutlingen “Stadtverkehrsgesellschaft mbH Hogenmüller & Kull Co. KG (RSV)” wins the IRU Bus Excellence Award 2011**

smart move, a  
joint industry  
campaign to  
increase the use  
of buses and  
coaches and  
achieve  
sustainable  
mobility  
for all

Kortrijk – The [IRU Bus Excellence Award 2011](#) goes this year to the German company “[Reutlingen Stadtverkehrsgesellschaft mbH Hogenmüller & Kull Co. KG \(RSV\)](#)”, for its strong commitment to service quality and customer satisfaction achieved through innovative offers. In many cases, it delivered more than customers expected and helped change the mindsets of both customers and authorities.

The international jury\* praised RSV for its proactive customer care programmes, including for disabled and mobility impaired people, the implementation of quality and/or security schemes, information and marketing campaigns, as well as environment care programmes and the creation of innovative new lines that include on board services, which all led to an increase in passengers and customer satisfaction.

Receiving the award, Mark Hogenmüller, CEO of RSV, said: “We are very happy about this recognition that encourages us to further strive for innovative and customer oriented solutions for sustainable public transport.”

Vice President of the IRU, Graham Smith, said, “Apart from being safety and environment champions, bus and coach companies ensure the sustainable mobility of people by being at the forefront of innovation. With so many excellent submissions this year and 11 finalists, we aim at spreading excellence throughout the industry and make our achievements known to policy decision makers at all levels so that they are more inclined to integrate buses in their collective transport policies.”

The global *IRU Bus Excellence Award* promotes a greater use of collective transport by bus and coach worldwide, through high quality and cost-effective innovative projects. All bus and coach companies active in regular urban or interurban public transport, be they public or privately owned, are eligible for the IRU Bus Excellence Award.

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### Read more about:

- [RSV](#)
- IRU Bus Excellence Award 2011 [rules](#)
- [Smart Move](#) campaign

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\* **Members of the IRU Bus Excellence Award 2011 international jury are:** Peter J. Pantuso (President, CTIS and CEO, American Bus Association), David Watson (Director Government Relations EU, Confederation of Passenger Transport UK), John Gilbert (President, EUROLINES Organisation), Carine Bergers (Conseiller juridique, FBAA, Belgium), Mary Crass (Head of Policy and Forum preparation, International Transport Forum), Ruben Prada (Managing Director, ALSA, Spain)

