

busworld newsletter



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BUSWORLD TV TO BE LAUNCHED



In recent years, Busworld has grown from the top bus and coach exhibition to a powerful global brand that encompasses many ways of promoting buses and coaches, components, accessories and coach tourism.

Luc Glorieux, Director of Busworld, announced plans for Busworld TV,

which will be launched at the official opening of the Busworld Kortrijk. He said: "We recognised the need for a web TV channel for the bus and coach business. Rapid advances in communications and the widespread availability of broadband reception make this possible – and worldwide. Viewers will be able to log on to www.busworld.org and then select

"TV". There will be a password during the pre-launch trial period but this will not be necessary from 20 October."

Busworld TV will give any manufacturer or supplier in the industry a unique opportunity to bring information about its products, especially new designs and other

innovations, to a wide audience that is already actively involved in the industry. This accurate targeting of potential customers in a new medium is like a rifle replacing, dare we say, a blunderbuss!

Luc Glorieux put the introduction of Busworld TV into perspective. "Most of the suppliers to the industry have their own websites, but remember that there are more than 300 exhibitors at Busworld Kortrijk and the same again at Busworld Shanghai and the other Busworlds. Imagine the time that you would have to spend visiting each of those websites, even if you knew all the addresses. And how many times would you find news? It is very hit and miss."

Busworld TV is the answer. It will start at 4.00pm (1400 UTC) on 20 October with a live broadcast of the opening ceremony from the Exhibition. Any exhibitor with a special event, such as a new product launch, can buy time on Busworld TV and hire a TV crew at very attractive rates and reach a wide audience.

Pictures that are broadcast can be assembled into a report and can be seen for a period of three months (or longer if wanted) at any time by anyone logging onto Busworld TV.

Another option is to have a permanent or temporary banner on the main screen, connected to pictures of the subscriber's company and products.

During Busworld Kortrijk it can be used to transmit pictures of the stand and put across messages to viewers. Busworld TV will run all year round, carrying fresh news about the industry. Luc Glorieux says: "We want to run as much positive news as possible. Busworld Kortrijk will be a terrific launching pad and we will be taking various steps to bring our TV station to the attention of trade professionals, including news releases in the trade press and direct mailshots to the many contacts already on our databases. I am very excited about the prospects for Busworld TV and am confident that it will soon become one of the standards tools of our trade."

BUSWORLD EXPANDS AGAIN

Next month, the doors will open at Busworld Kortrijk, the largest and longest established specialised exhibition in the world for the bus and coach industry. It will be the eighteenth edition and the largest ever.

The smallest hall in the Kortrijk Halle has been demolished and replaced by a much larger building, giving another 4,000 square metres. Together with two large temporary tented pavilions, the total exhibition area will be nearly 43,000 square metres.

At the latest count, 77% of the stand areas will be occupied by 43 coach and bus builders. Nearly 270 component and accessory suppliers will occupy 20.8%, and the remaining 2.2% is for public transportation and tourism. More than 25,000 professional and trade visitors are expected to attend,

bettering the record of 24,244 from 105 countries in 2003.

Many new vehicles will have their world premieres at Busworld Kortrijk. Manufacturers are tending to make major model changes to coincide with the introduction of successive rounds of European emission standards.

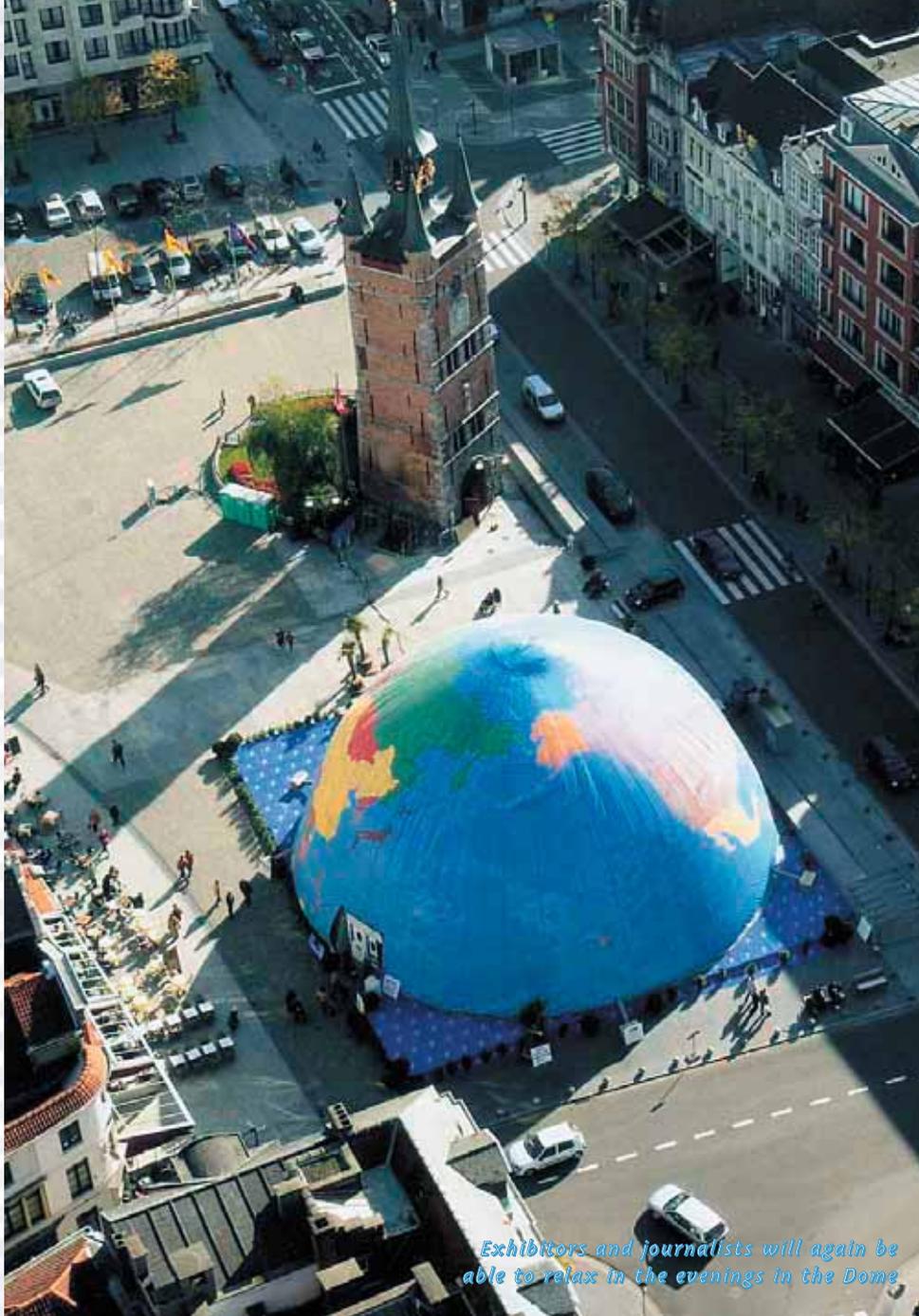
New models, first registered on or after 1 October 2005, will have to comply with Euro 4 limits. Existing models will have to meet Euro 4 standards no later than 1 October 2006.

Engine builders have chosen to meet Euro 4 by different methods and that will be one of the hot topics in the fair. MAN and Scania have opted for Exhaust Gas Recirculation, where a small percentage of the exhaust gas is fed back into the engine, reducing temperatures and therefore levels of nitrous oxides. Scania has already promoted EGR with the very simple slogan - "Just add diesel".

Ranged against them are Cummins, DAF, Iveco, Mercedes-Benz and



The new Scania Euro 4 5-cylinder EGR engine for buses



Exhibitors and journalists will again be able to relax in the evenings in the Dome

Volvo, who will use Selective Catalytic Reduction. This requires a precisely metered dosage of urea into the exhaust to bring emissions within acceptable levels. The SCR camp claim that their system gives better fuel consumption, compared with Euro 3 engines, and that the technology can very easily be taken on to Euro 5 emission levels, coming into force in October 2008/2009.

Urea will be sold under various proprietary names, such as AdBlue. A city bus normally returns to its depot each night, so the urea tank will be little larger than the average briefcase. It can be topped up at the same time as the diesel tank is filled. Coaches will require a larger tank, to give sufficient range for extended tours.

Chemical companies are faced with the major challenge of establishing a network of refuelling facilities. Most bus depots will have their own stand-alone tank unit and that can be increased in size as more and more vehicles with SCR technology are allocated to a depot. Coaches (and trucks) will require refuelling facilities all across Europe. At least in the early years, they might have to carry small spare tanks of urea until the refuelling network is as large as that for diesel.

The EGR versus SCR debate has been around for some time, but mainly at a manufacturing level. That will change at Busworld Kortrijk. Many trade visitors will

want to decide on their next new vehicles, especially coaches for the 2006 season.

There will be other topical issues. Over the years, coaches have put on weight, because of the requirements of legislation, and customer expectations of higher levels of comfort, like double-glazing, climate-control systems and on-board refreshment facilities.

As a general rule, people are also getting heavier, therefore there has been a risk of some vehicles exceeding maximum permitted axle weight limits when fully loaded with passengers, fuel and luggage. Tri-axle coaches are only part of the answer, but there will be a number of vehicles and accessories where the choice of materials and careful design has resulted in weight reduction.

There have also been rapid advances in electronics in recent years and many examples will be in the fair. Electronic management systems can be linked to automated manual gearboxes on coaches. They provide a wide range of ratios, to give very smooth changes, and help to achieve optimum fuel consumption.

Several electronic safety systems will be offered, including Electronic Stability Programme, Continuous Downhill Limiters, Proximity Control Systems and Lane Guard Protection. Electronics have also facilitated the introduction of multiplex wiring, helping to reduce the length, weight and complexity of wiring systems in buses and coaches.

Forthcoming European legislation is likely to restrict or prohibit the use in air conditioning systems of refrigerants that are not ozone friendly. Expect to see some news from the main manufacturers of those components.

The list could go on and on. There will be so much to do and see at Busworld, learning about developments in the industry, meeting old friends and making new ones.

We look forward to seeing you at Busworld Kortrijk!

EUROPEAN COACH WEEK

One of the highlights of Busworld Kortrijk is the European Coach Week, held just before the exhibition opens. There are two categories, one for coaches up to 10 metres long and the other for coaches that are longer. The shorter section was introduced in 2003 and proved very popular with contestants. Vehicles that are entered in the competition must be equipped for tourism, have been in service for no more than a single season, and have been built by manufacturers taking part in Busworld.

Two teams of judges, one for each category, will carry out a series of tests on every coach that is entered.

Piet Vintevogel of Busworld says that the judges will again be paying particular attention to aspects of comfort and safety.

High on their list of priorities are driver-related safety features, including the integration of systems that make it impossible for the driver to fall asleep. The whole on-board safety package is equally important, as are the location of the refrigerator and hot drinks dispenser and an efficient system for paying for refreshments.



The judges will also assess luggage capacity, on and beneath the coach, comfort, sound levels and insulation, climate control, and the ride and handling of coaches. ECW has also worked hard over the years to raise the standards of the courier's area, so that he or she can work in comfort and have everything at hand.

Prizes will be awarded for best interior, best bodywork, specific furnishings like VIP or other special amenities, best travel guide amenities, best sound equipment, best driver amenities, anti-theft installations and best innovation in safety and security.

There will also be awards for the most exquisite travel coach, for passenger comfort in a sightseeing coach, innovation and novelty developments, and for systems preventing the driver from falling asleep.

The top prize, the Daniël Parmentier Award, will be given, in gold, silver and bronze levels, to the coaches scoring the highest number of points in all the criteria above.

Winners will be able to display the awards on their vehicles during the exhibition.



EVOBUS SHOWS ITS HAND



The new Setra MultiClass 400 family will make its world debut in Kortrijk

EvoBus has released details of three new models that will have their world premieres at Busworld Kortrijk.

Setra will launch the first of the MultiClass 400 regional bus range. This important segment of the Setra family is very popular, being capable of working on regular interurban services or as excursion coaches, giving operators a vehicle with potential for high utilisation. The MultiClass shares much of its underframe with the ComfortClass, a higher deck coach family that was launched in Kortrijk in 2003. The MultiClass 400 has a rear mounted horizontal engine and a 6-speed synchromesh gearbox that is, for the first time in this range, controlled by a joystick mounted on the front dash.

Mercedes-Benz introduced the Travego coach in 1999, so it was perhaps coming due for a facelift. Although similar to the existing model, the new one has a more refined and elegant appearance, and is 140mm longer. This has been added to the front overhang, to give

more space for the driver, courier and entrance stairwell.

The new Travego will be built in the modern factory at Hosdere, near Istanbul, for all markets. A large new extension was opened last

June, to build body structures, and including a full immersion anti-corrosion treatment system. Painting and finishing facilities have been located at Hosdere since the factory was first opened in 1995.

Well over 10,000 Citaro city buses have been built in the last eight years, and all have had a full low floor layout. For the first time, a low entry model has been added, predictably called the Citaro LE. It employs a simple standard rear axle and all the seats above and behind this unit are forward facing.

Some low entry buses have a gallery appearance as passengers gradually climb up to the rearmost row of seats. Mercedes-Benz has avoided that by employing a horizontal engine and also stepping the roof so that the rear half is 310mm higher than the front. The company believes that the Citaro LE will win business in markets where low entry buses are preferred, including the Nordic countries and Central Europe. The standard of finish of the launch model was particularly impressive.

Mercedes-Benz will show six vehicles and Setra seven on their stand at Busworld Kortrijk, ranging in size from a low floor minibus to a double deck coach with tinted double glazing above the gangway in the upper deck.



The Mercedes-Benz Citaro LE low entry bus will have its world premiere at Busworld

VISIT VDL

Just a few weeks before the last Busworld Kortrijk, VDL Group acquired Bova, but, by that time, Bova was already committed to its own stand.

VDL Bus & Coach has moved rapidly in the last two years and will have one of the largest stands in



Busworld Kortrijk. The group now looks and acts as an integrated outfit but that does not prevent it from supplying chassis to other bodybuilders or from building bodywork on what can be competitive chassis. But the emphasis is on the promotion of complete vehicles and sales are being secured in several markets by building on the network that Bova had previously established.

Several models were announced earlier in the year but will be seen in an exhibition for the first time. The Magiq Magnum tri-axle coach can be available in lengths of 13.1 and 13.9 metres. The Synergy is a well-equipped double deck coach and the Lexio is described as a "double-earner". This 12.3 metre long multi-purpose model is designed principally for interurban services, but can also be used as an excursion coach. All these additions to the range use DAF engines of various sizes and power ratings.

VDL will also display one of its popular Ambassador full size lightweight buses, small buses from the Kusters subsidiary, and chassis modules from VDL Bus International.

That is not all. VDL Bus & Coach will launch a totally new touring coach. It will be built in Roeselare, Belgium, by VDL Jonckheere and will be available in overall lengths of 12.2, 13.3 and 13.9 metres. Those who have had a preview describe it as stunning, but if you want to see it for yourself, it is yet another reason to visit Busworld Kortrijk.

VAN HOOL'S NEW LOOK

One of the supporters of Busworld from its earliest days has been Van Hool. The Belgian bus and coach builder is a major exporter and its stylish products are to be found in many countries, including the United States and Canada. Indeed, a few years ago, the largest American builder of luxury coaches unwittingly paid a compliment to Van Hool when introducing a new range of coaches and describing them as having European design!

Van Hool will introduce a new look for 2006 on its popular T9 range of coaches. The company told the Newsletter that there will be external and internal changes. If previous practice is any guide, they are likely to be subtle and restrained, but you will have to visit Busworld to find out. The T9 range has been completed and there will also be three buses for public transport on the extensive stand..

NEW GRP INTERIOR

Fiberline Composites, the innovative Danish company, will display a new range of interior profiles for buses and coaches, made in GRP. They can be pre-assembled with lighting, ducting and cables. The profiles are light and strong. They are made by a method known as pultrusion, where a profile can be designed to a complex geometry that precisely matches the needs of the customer

COACH OF THE YEAR

The International Coach of the Year jury will meet in Kortrijk on 14 October. On the following two days, the jurors will listen to presentations by the manufacturers of candidate coaches and then carry out their normal series of tests, except that



Stuart Jones, chairman of the Judges, presents the "Coach of the Year 2001" trophy to Werner Staib, Managing Director of Setra

the coaches will not be tested with a simulated full load.

There is one nominated judge, either the editor or an experienced journalist on the leading bus and coach trade journal, from most of the European markets. The coveted prize will be awarded to the winning manufacturer on the day of the official opening, at a time still to be decided. The "Coach of the Year 2005" title will give a substantial boost to the winner's sales efforts in the coming months.



NEW ADDRESS

BUSWORLD HEADQUARTERS

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Belgium-Europe*

NEXT

BUSWORLD KORTRIJK

(21.10.05 > 26.10.05)