

# busworld newsletter



Number 26 - june 2008

Appears 5/year - Afgiftekantoor 8900 Ieper 1 - P409506

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## GREAT INNOVATION AT BUSWORLD ASIA

The 8th edition of Busworld Asia was held in the New International Expo Centre in Pudong, Shanghai, from 11-14 March. A total of 195 exhibitors occupied more than 30,000sq m of floor space.

For the first time, Busworld Asia opened for four days. Compared with previous years, it proved impossible to obtain totally accurate numbers of visitors, because there was registration confusion with concurrent exhibitions and some people were not properly recorded. That problem has been identified and will be addressed next year.

Overall numbers were down compared with 2007, for a number of reasons. On the other hand, exhibitors were delighted with the quality of visitors to their stands. They said that they had met a noticeably higher percentage of industry professionals and decision-makers compared with previous years. There was more space to meet and greet people, to show them round exhibits, and to look after them



*A super high deck coach by Wuzhoulong*



*A European style coach built by Volvo Silver Bus in China*

properly. This was confirmed by the high number of exhibitors who have already committed to attending the 9th edition of Busworld Asia in March 2009.

Two of the largest manufacturers stayed away, evidently because they had nothing new to launch. Luc Glorieux, a veteran of all eight Busworld Asia exhibitions, said: "That is a great pity. While we recognise the tremendous advances that have been made by Chinese manufacturers in a relatively short space of time, they have to catch their breath sometimes. If they keep changing models, then their previous

designs age prematurely and their residual values can be adversely affected."

"Launching new models is not the sole purpose for taking a stand at Busworld Asia. The main reasons are to welcome old friends and existing customers and to establish new contacts. Over half the floor space for Busworld Kortrijk in October next year has already been booked, because exhibitors feel that their presence is so important."

The largest manufacturers in China attract their own followings of customers and visitors.

Commitments for new vehicles for the Beijing Olympics were made before Busworld Asia opened its doors. Next year will see further buying activity, in preparation for the World Expo in Shanghai in 2010.

One visitor, who had not been to Shanghai for five years, said he was amazed at the enormous improvement in products, quality, style and finish.

There was certainly plenty of innovation at Busworld Asia. At least ten Chinese manufacturers now offer high-capacity Bus Rapid Transit vehicles, usually articulated and with full low floor layouts. Some designs offer passenger doors on both sides of the vehicle to facilitate rapid loading and unloading at special stations.

Volvo has extensive experience of BRT systems in Europe and in Central and South America. One of Volvo's two joint ventures, Sunwin Bus, displayed an impressive bright red vehicle with its engine mounted vertically on the offside behind the front axle. This layout lends itself to articulated and even bi-articulated systems.



*The new coach developed by Scania and Higer*

Jiangsu ALFA has teamed up with Scania for BRT production and has already supplied 25 vehicles to Jiangsu City.

It was the first time at Busworld Asia for Chongqing Heng Tong Bus. The company is based towards the west

of China and has long experience of building buses fuelled by CNG. One of their interesting exhibits was a dual fuel 12 metre CNG powered coach.

There were also hybrid buses. Beiqi Foton first developed a hybrid bus with Eaton in 2005 and has recently delivered 50 to the city of Guangzhou.

Volvo's Sunwin joint venture also showed a novel trolleybus. Normally these vehicles need continuous overhead wires to draw their current. The Sunwin model had a roof-mounted charging unit which connected with an overhead power supply at terminals and at each stop along its route. The vehicle used super capacitors to store electric current and they can be charged rapidly in just a few seconds.

The Shanghai Shenlong Bus Co, which is also known as Sun Long, introduced a 12 metre low floor hybrid hydrogen fuel cell bus which was very neatly packaged, with the fuel cells, batteries and air conditioning all mounted at roof level.

Another technically interesting vehicle was on the stand of Zhongtong Bus Holding. That company builds a wide range of vehicles, including small numbers of high end luxury coaches using kits supplied by VDL Bova. They had a Magiq luxury coach with an



*Volvo Sunwin full low floor Bus Rapid Transit*

entirely electrical drive system and large banks of batteries. Around 20 have been ordered by the Chinese Government for use in various cities. While they have a limited range, zero emissions are a major attraction.

There were coaches in all shapes and sizes. Volvo's other joint venture, Silver Bus, showed European styled coaches on the B9R and B12B chassis, to different standards of interior appointment.

Scania has helped Higer to develop a coach which will be marketed by them on a mutually exclusive basis. Higer will sell the complete vehicle in China and Scania will promote it in export markets. Higer also showed a through-deck coach, with space for the driver and co-driver on a lower deck, beneath a full length upper deck. Once popular in Europe, only Van Hool continues to offer this high capacity layout.

Irizar, the Spanish bodybuilder, has subsidiaries and joint ventures in several world markets. Their joint venture in Tianjin showed two versions of the long-running Century coach, one to an economy level with greater Chinese content, and the other to a higher standard for mounting on imported European chassis.

Xiamen Golden Dragon had one of the more unusual exhibits. This company can build around 25,000

vehicles per annum, most of them minibuses. The factory recently installed one of the first cathaphoretic-dip anti-corrosion treatment plants in China. They are used in Europe by EvoBus, Irisbus, and more recently MAN, for long-lasting treatment of steel. Golden Dragon displayed a coach shell that had been fully protected, prior to painting, glazing and fitting out the interior.

While the bus and coach builders had large stands adjacent to the main perimeter walls, in the large central areas there were many smaller stalls displaying an ever-increasing range of components and services. Most Chinese engine manufacturers are now capable of offering units to Euro 3 emission standards, and some are already turning their attention to Euro 4, which will soon be introduced in some of the major cities, before becoming standard throughout China.

Busworld Asia has evolved as rapidly as the domestic industry. Neither stands still from one year to the next. Happy exhibitors said that it was a trading show, with many visitors there to do business. So, if you missed out on Busworld Asia in 2008, make your bookings now for 2009. China is a world force in the manufacture of buses and coaches and all the many hundreds of parts that go into them.



## BUSWORLD KORTRIJK 2009 CONFIRMED

After the most successful-ever Busworld Kortrijk, in October 2007, there were concerns that the exhibition had outgrown its traditional home. It was an expensive exercise to erect temporary pavilions and the zig-zag layout inside them was not popular.

Busworld's management team looked at alternative sites for 2009, but they offered little additional capacity.

Concurrently, long discussions were held with Xpo Kortrijk. A solution has now been found that will benefit not only Busworld, but the many other exhibitions that use the halls.

A new main entrance will be built at one end of the Ramblas, in the space between the stands that were occupied by Irisbus and Temsa in 2007. An area that was previously used as a banqueting suite will be transformed into a desirable additional hall covering 2,000sq m.

In front of Xpo, adjacent to the main road into Kortrijk, a large concrete platform will be laid. It will be fully serviced with electricity, water and waste disposal, ready to accept temporary buildings for the necessary extra capacity.

Mieke Glorieux, Director of Busworld Kortrijk, said: "I am absolutely delighted that we have been able to reach this agreement with Xpo Kortrijk. It is good news for the city of Kortrijk, for Busworld, for our exhibitors and our visitors. It will increase the floor area to more than 50,000sq m. Demand for space in 2009 is running at record levels. We have already sold more than 30,000sq m and more commitments are coming in every week."

**BUSWORLD KORTRIJK  
WILL RUN FROM  
FRIDAY 16 TO WEDNESDAY  
21 OCTOBER 2009.**



*Australia is a target market for some Chinese builders.*

# BUSWORLD TURKEY A GREAT SUCCESS

The second edition of Busworld Turkey was held from 24-26 April in two busy halls in the Expo Centre, close to Istanbul's main international airport. Two new hotels have opened in the last few months, within easy walking distance.

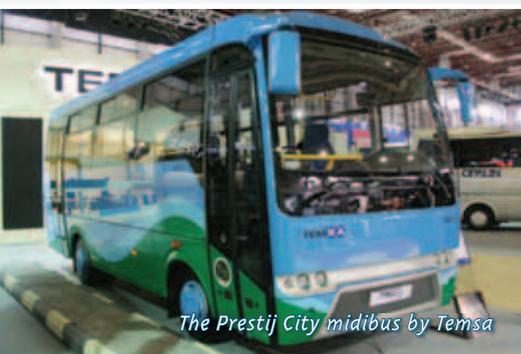
Busworld Turkey was organised in conjunction with local partners, HKF Trade Fairs, and supported by the International Road Transport



*A full low floor city bus by BMC*



*There will soon be 150 CapaCities in Istanbul.*



*The Prestij City midibus by Temsa*



*The low floor Conecto is built by Mercedes-Benz in Turkey*

Union and TOFED, the Turkish Bus Federation. Bekir Çakici, General Manager of HKF Trade Fairs, said that there were 146 exhibitors and 11,351 visitors, including 970 from outside Turkey.

The largest vehicle in Busworld was a Mercedes-Benz CapaCity articulated bus, built to an overall length of 19.54 metres. This model has a second steering axle in the trailer section, enabling it to have the same turning circle as a shorter standard articulated bus. The fourth axle also facilitates operation at a higher gross weight of 32 tonnes. There are already 50 CapaCities in service in Istanbul, with a further 100 on order.

Turkey has a thriving manufacturing and component industry. Many of the latest trends were represented. Mercedes-Benz has a large and very modern bus plant at Hosdere, near Istanbul. The latest model to be launched was the new low floor articulated Conecto. Last year, output just exceeded 3,000 units, but such is demand for the complete model range that it will be re-organised later this year, taking capacity up to 4,000 buses and coaches per annum. Mercedes-Benz claims an impressive 63% share of the market in Turkey for full size coaches.

BMC had a large stand and showed a good representative selection of its range, including a full low floor city bus. BMC said that it had prototype articulated buses running in its home city of Izmir.

Isuzu is popular in Turkey for its extensive range of mid-size buses and coaches and chose Busworld to launch its first low entry Citymark midibus. It was just over 9 metres long and had a rear mounted Isuzu engine.

There is a large market in Turkey for small buses for urban services, typically around 6-7 metres long. BMC, Otokar and Temsa all had attractive vehicles in this sector.

Temsa can be described as a twin-policy company. It makes a range of medium and full size vehicles for



*The smallest bus in the Otokar range: the M300 minibus*

Turkey and nearby markets, mainly using Mitsubishi components. There is a second, extensive, range for Western and Central European countries, offered with Cummins, DAF and MAN engines. It was a rare opportunity to see the two Temsa ranges side by side and to realise how far the company has come in less than ten years.

There were several exhibitors that specialised in converting minibuses for a wide variety of applications. One of the most luxurious was fitted with just four large leather seats, and finished with extensive wood trim.

Although Turkey has a strong domestic industry, Solaris promoted two of its Polish-built vehicles and said that it had appointed a Turkish agent. LAZ came from Lvov in the Ukraine, with two city buses and an interurban coach. VDL had its new Citea city bus and an example of its popular Ambassador midibus.

Turkish manufacturers are fortunate in having a large number of companies making every imaginable component part, from complete dashboard assemblies to racks, air-conditioning, seating, doors, and so on. Many of them meet the highest international quality standards.

Busworld Turkey was a great success. The next edition will be held in 2010 and will be larger, spread over three halls.

For detailed information on the Turkish industry, including comprehensive statistics, we recommend you to the European Bus & Coach Guide which is promoted by Busworld. For details, please send an e-mail to [mieke.glorieux@busworld.org](mailto:mieke.glorieux@busworld.org)

# BUSWORLD GOES TO BRAZIL

The Board of BAAV, the parent of Busworld, has confirmed that the inaugural Busworld Brazil will be held in Sao Paulo in the first week of June 2009. It will be held over a three day period in a 20,000sq m hall in the Transamerica Expo exhibition centre.

Speaking of the decision, Patrick van Impe, Secretary-General, said: "Bus and coach manufacturers and component suppliers talk about the potential of the BRIC countries when looking at opportunities for expansion. BRIC stands for Brazil, Russia, India and China."

"If you look at the two tables (below) you can see the growth in production by Brazilian manufacturers over the last few years, and the number of registrations in their large home market. The Brazilian industry is the engine room of manufacturing

in the whole of the South American continent.

It is the home of Marcopolo, the largest bus bodybuilder in the world, also several other very important bus builders.

"It is imperative that the Brazilian industry should promote its products and services on the international stage provided by Busworld. Competition is coming into some South American markets from Chinese and Korean manufacturers so Busworld Brazil will be an important showcase. I am very confident that the Busworld formula will be a great success in Brazil and an excellent event for all exhibitors and visitors."

There will be more information about Busworld Brazil in future Newsletters.

## THE END OF BUSWORLD LAGOS

The management of Busworld has decided not to proceed with Busworld Lagos which had provisionally been planned for November 2008. Patrick van Impe, Secretary-General of BAAV, explained: "We have thought long and hard about this decision. Although Nigeria is the most populous country in Africa, it does not have a public transport infrastructure that requires an event like Busworld to promote products and services. We never say never, so we will continue to monitor Nigeria and neighbouring markets. If the situation changes in the future, we could reconsider our position."

### BRAZIL: REGISTRATIONS OF BUSES AND COACHES: 2001-2007

Over 8.0 tonnes gross

	2001	2002	2003	2004	2005	2006	2007
Agrale	2900	3691	3226	3640	2869	3073	3442
Mercedes-Benz	8184	7575	7408	8574	8265	9778	12424
Scania	853	327	503	576	902	703	1019
Volkswagen	3985	4311	5400	3702	3511	4924	6779
Volvo	514	359	195	175	119	242	285
Others	0	0	0	0	0	22	23
TOTAL	16436	16263	16732	16667	15666	18742	23972

Source: ANFAVEA, Brazil

### BRAZIL: PRODUCTION OF BUSES AND COACHES: 2001-2007

Over 8.0 tonnes gross

	2001	2002	2003	2004	2005	2006	2007
Agrale	3553	4192	4065	4591	4343	3994	5264
Iveco	252	274	773	297	337	54	17
Mercedes-Benz	12159	11844	14050	16664	20739	20286	21327
Scania	1311	609	1167	1425	2150	1819	2633
Volkswagen	4639	5051	6370	4984	5674	6048	7889
Volvo	1249	729	565	797	2001	1030	1179
TOTAL	23163	22699	26990	28758	35244	33231	38309

Source: ANFAVEA, Brazil.

# BAAV AWARDS 2008

Immediately before Busworld Asia in Shanghai, around 40 vehicles were entered for the BAAV Awards. Two teams of judges, one Chinese and the other international, assessed the vehicles for ride and handling, mechanical performance, passenger and driver comfort and safety, and many other important features. The judges were also looking for technical innovation.

The awards were given to the winners in a colourful and enthusiastic ceremony on the first evening of the exhibition. The winners of the various categories were:

**Coach Builder of the Year**  
Higer Bus Company Limited

**Bus Builder of the Year**  
Yangzhou Yaxing  
Motor Coach Co Ltd

**Authentic Chinese Product of the Year – Coach**  
Xiamen Golden Dragon Bus Co Ltd

**Authentic Chinese Product of the Year – Bus**  
Chongqing Hengtong Coach Co Ltd:  
CKZ6127HN3 public city bus  
Xiamen Golden Dragon Bus Co Ltd:  
XML6180J13C.

**The Award for Innovation of the Year**  
Jiangxi Kama Business Bus Co Ltd/  
Anyuan Bus Manufacturing Co Ltd:  
JXK6137.

**City Bus of the Year**  
China Youngman Automobile Group:  
JNP6120G-1.  
Jiangsu ALFA Bus Co Ltd: YS6180G



*New city bus from Foton.*



*Youngman is exporting large numbers of these buses in Iran.*



**Green Bus of the Year**  
Shanghai Sunwin Bus Corporation:  
SWB5115GP-3.  
Zhongwei Passenger Bus Co Ltd:  
YCK6126HC

**Bus Appearance of the Year**  
Xiamen Golden Dragon Bus Co Ltd:  
XML6180J13C

**Luxurious Coach of the Year**  
Xi'an Silver Bus Corporation:  
XW6120B (9800)

**Green Coach of the Year**  
Zhongtong Bus Holding Co Ltd:  
LCK6128EV

**Coach Appearance of the Year**  
Shanghai Shenlong Bus Co Ltd:  
SLK6142

**Best Safety Equipment of the Year – Coach**  
Anhui Ankai Automobile Co Ltd:  
HFF6121K35  
Xi'an Silver Bus Corporation:  
XW6120B (9800)

**Coach Marketing Campaign of the Year**  
Shanghai Shenlong Bus Co Ltd

**Best Coach Electric Equipment of the Year**  
Xiamen XOCOCO New Technic Co Ltd

**Best Air-Conditioning Manufacturer of the Year – Coach**  
Kingtec Technologies (He Juan) Co Ltd

**Best Air-Conditioning Manufacturer of the Year – Bus**  
Shanghai Jialeng Songzhi Automobile Air-Condition Co Ltd

**Best Engine Producer of the Year – Bus**  
DAF Trucks NV, DAF Components

**Best Engine Producer of the Year – Coach**  
DAF Trucks NV, DAF Components

## BOOK NOW FOR BUSWORLD INDIA

Busworld India will be held from 14-16 January 2009 in Mumbai. The exhibition centre is well placed for the airport and international hotels.

Bookings are now being taken for exhibition space. For further details, please contact mieke.glorieux@busworld.org

We plan to carry out a thorough analysis of the Indian market in a forthcoming issue of the Newsletter.

*Golden Dragon's BRT vehicle*



## NEWSLETTER ON LINE

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