



taking the busworld vision forward

FROM THE BUSWORLD DRIVING SEAT

Patrick Van Impe is Chief Executive Officer of Busworld, and responsible to the Board of BAAV for Busworld's management and strategy. He recently gave an interview to the Newsletter.

"We are all looking forward to Busworld Kortrijk and an important double celebration. It will be the 20th edition of Busworld in Kortrijk and the 40th Busworld event overall.

"Despite the global financial crisis, Busworld Kortrijk is fully booked. The 2009 event will be even better than 2007, because there will be a greater amount of floor space and much improved entrance arrangements for visitors. There is an additional new hall of 2,000sq m and a fully serviced area of 8,000sq m on which temporary facilities will be erected.

"Kortrijk is the spiritual home of Busworld, therefore we would like to give our grateful thanks to local, provincial, regional and European politicians, and of course, the management of Kortrijk Xpo and all the others who have all played such a significant part in expanding and modernising the facilities.

In the future, we shall work much more closely with Kortrijk Xpo. We have, for instance, outsourced some of the administration to their team. Setting up the logistics for an exhibition like Busworld is a major task that requires intensive co-operation.

"Our exhibitors tell us that the city bus and interurban sectors have remained remarkably strong but sales of coaches are probably somewhat down compared to a normal year. At least part of that is due to greater difficulty in obtaining finance. We are now seeing encouraging signs that banks are easing up and are gradually becoming more willing to lend again.



Busworld
Patrick Van Impe

the smart move

CAMPAIGN

At Busworld Kortrijk, the IRU and Busworld will launch a joint long-term initiative to promote and improve the image and use of collective passenger transport by bus and coach worldwide. The Smart Move campaign aims to have the largest possible involvement, endorsement and support of the organised bus and coach industry in Europe and worldwide, as well as manufacturers, suppliers and all professionals and individuals who share the vision and objectives of the campaign.

Among industry professionals, buses and coaches are identified as one of the most safe, environmentally friendly, flexible, efficient, affordable and inclusive means of transport. Used effectively, they are ideal for solving a range of current mobility problems including climate change, safety, connectivity, social inclusion and congestion.

However, this perception is not shared by most of the public, politicians and mass media. On the contrary, buses and coaches are often associated with problems commonly

attributed to road transport, such as pollution and congestion.

This misperception leads to a situation where buses and coaches are not only under performing in terms of use by customers and contribution to mobility and welfare, but they are also the victim of political negligence and often improper, non-adapted and even restrictive legislation.

The overall objective of the Smart Move campaign is to pool industry efforts and resources, to raise the media and politicians' aware-

ness and place buses and coaches and the services that they offer at the centre of political attention.

Buses and coaches should be seen as a vital tool to help solve current and future mobility and travel needs, through their intrinsic qualities of safety, environmental-friendliness, affordability, user-friendliness and efficiency.

We plan to carry more news on the Smart Move campaign in the next Newsletter, after the launch.



SCANIA LAUNCHES NEW COACH

Scania will have a world première at Busworld Kortrijk. The Swedish company is saying little, but it is understood that the new model will fit into a market segment above the Scania Irizar Century and below the Scania Irizar PB. All will be revealed at Scania's press conference in Kortrijk.

Scania will also launch the new Opticruise for buses and coaches. The system is fully automated with electro-hydraulic clutch control used for maximum smoothness and precision. The gear changing programme has been fine-tuned to give passengers a relaxed ride and is available on Scania's 8- and 12-speed gearboxes.

MAN GOES STRAIGHT TO EEV

Although Euro 5 emission limits come into force in the European Union for all new buses and coaches registered on or after 1 October 2009, MAN has decided to go straight to the even more stringent EEV (Enhanced Environmentally-friendly Vehicle) limits, which are well on the way towards the next level, Euro 6. MAN reaches the EEV standard without any liquid additive in the exhaust system, only the patented PM-KAT filter which is entirely service-free.

MAN is now up and running with its range of

individual fittings in its premium coach models. They will be seen in a Starliner coach equipped with only 32 seats and a full kitchen, also a Cityliner with 48 seats. Many detailed improvements have been made to coach interiors, including in the driving compartment.

MAN will also be launching its new Bus-TopService at Kortrijk. This will initially be available from selected outlets in Austria, Germany, France, Spain, Portugal and the United Kingdom, and will be progressively extended to other countries.



The Lion's Regio C interurban coach.

TEMSA TAKES HALL 7

Temsa will take the whole of the new Hall 7, with 2,000sq m of floor area. The expanding Turkish company is making services and the environment its top priorities. It will demonstrate how much it is doing in its production plants and on its products to keep on reducing impact on the environment. Temsa is offering more environmentally-friendly vehicles, with features such as lower weight, less consumption and more recyclability.



At the opening of the Temsa factory in Egypt.

Temsa is continually refining its customer service, using the slogan: "We are there for you". The company is offering total ownership value that translates into better revenues for the operator. International Customer Service strives to deliver rapid answers and solutions which allow operators to be more efficient and hence more profitable.

One year ago, Temsa launched its Avenue city bus, available with full low floor or low entry layouts within the same basic structure. A CNG fuelled version was launched in June 2009. At Busworld Kortrijk, there will be the world première of the first hybrid Avenue, using the Siemens drive system. Temsa has developed an extensive range of touring, intercity and city vehicles in a remarkably short time. There will be nine examples of the range in Hall 7, and a further six available outside for test drives.



The 25,000th Mercedes-Benz Citaro.

MERCEDES-BENZ CELEBRATION

In September, Mercedes-Benz handed over the 25,000th Citaro to be built since the model was launched in 1997. This versatile range of city and suburban buses can be built with full low floor or low entry layouts in solo and articulated form, including the four axle Capacity. It was therefore fitting that the 25,000th model was a 15 metre Citaro LÜ, delivered to infra fürth verkehr GmbH, based in Fürth, Franconia. The fleet of 46 vehicles contains no less than 40 Citaro buses which are very popular with the customer.

At Busworld Kortrijk, Mercedes-Benz will fill the gap between the rural regular-service Integro and the Turismo RHD high-deck touring coach. Two new models are the Turismo RH and RH M, with respective overall lengths of 12.14m and 12.98m. The higher floor level of these multi-purpose coaches gives greater luggage capacity. Power is provided by the ever-popular OM457hLA engine with optional

power outputs of 260 and 300kW (354 or 408bhp).

Mercedes-Benz has also updated the very popular Sprinter range with the choice of two new engines that both meet not only the Euro 5 standard but the more rigorous EEV limits. The new driveline offers better economy, comfort and environmental friendliness. Other features on the Sprinter include adaptive brake lights and heated wide-angle rear-view mirrors.



The new Sprinter meets EEV emission standards.



The new Turismo RH coach.

coach of the year

WINNER

The International Coach of the Year Jury is made up of one journalist from each of 17 European countries. They write for the leading trade magazines. They met in the early summer and carried out comprehensive testing of five coaches at the excellent facilities of AFT-IFTIM, north of Paris. It is one of the leading transport training organisations in Europe.

The five coaches were driven over a 23km test route, ranging from a short section of motorway to hilly local roads, giving drivers the opportunity to sample the vehicles under a variety of conditions.

The winner was a Mercedes-Benz Travego M, built to 13 metres on three axles. It was painted

in a bold black and yellow scheme, with a large slogan, "Mercedes-Benz Safety Coach," on each side.

The Jury was obviously impressed with the numerous safety systems on this vehicle, including ABS, ASR, Electronic Stability Programme, Active Brake Assist, Lane Assist, Front Collision Guard and Proximity Control (ART). One Juror said: "overall, it is a very easy and comfortable coach to drive".

Stuart Jones, Chairman of the Jury will hand over the coveted Coach of the Year prize to Mercedes-Benz on the press day at Busworld Kortrijk.



The Mercedes-Benz Travego M on the jury tests.

WORLD PREMIERE FOR VAN HOOL ASTRONEF

Van Hool will launch two versions of the brand new Astronef at Busworld Kortrijk. These are derived from the Astron, but with the very important difference of a gradually ramped theatre-style floor, giving passengers improved forward visibility. The T916 Astronef is 13.2m long and the T917 Astronef is 14.4m. Both are 3.73m high. In the 4-star version, they can accommodate 50 and 54 comfortable seats respectively. Another benefit is large luggage capacity. Van Hool has already taken orders for the new model.

Another recent extension to the range is the 15m T919 Altano, a high deck coach with an underfloor driving compartment.

Van Hool has made many refinements to the popular T9 coach range, focusing on user-friendliness, environment and safety. Exhibits on the stand will also include a latest generation fuel cell bus for the United States and a 12m hybrid bus.



GREEN EFFICIENCY FROM VOLVO

Volvo Bus Corporation recognises that the automotive industry is under significant pressure to reduce toxic emissions of NOx, CO2 and particulate matter by switching to more environmentally friendly vehicles.

The guiding principal for Volvo's environmental work, known as Green Efficiency, is low fuel consumption. The company will launch a new fuel-efficient 13 litre engine. Tests have produced a reduction in consumption by up to 5% compared with the current 12 litre engine. The new power unit will be fitted in the 9700 and 9900 coaches, which will both be on display on Volvo's stand.

Another exhibit will be a 7700 Hybrid bus. Field test models have been running successfully in Gothenburg and London and volume production will commence in early 2010. Visitors will have the opportunity to test drive one of these buses which will be parked right outside Volvo's stand.



SETRA EXPANDS ITS RANGE

Setra is expanding its product range with two world premières at Busworld Kortrijk. The MultiClass 400 series will also include the S 415 H and S 416 H, built to 12m and 13m respectively and both on two axles. These are classic double-income earning coaches, with the centre aisle about 1,040mm above the ground. Setra says that the new models are suitable for regional scheduled services and excursions. More than 35 innovations have been introduced in the ComfortClass family, the best-seller in the Setra range. Most impor-

tant of these are safety equipment like the Front Collision Guard, originally developed for the TopClass, light elements featuring efficient LED technology, a new driver's workplace with 3-D instrument cluster, a camera in the rear entrance area, rain/light sensor and a trailing axle with independent wheel suspension on tri-axle models.



The new MultiClass S 415 H.

more widely than ever before, but also plan to hold an event for the general press for the first time. We believe it is very important to change the public perception of buses and coaches. Countries are making many commitments about reduction of carbon footprint in the future. Buses and coaches with the latest low emission engines have a lower carbon footprint per passenger than any other form of public transport and that will become increasingly significant.

"Visitors will be able to see several ecologically very advanced buses in Kortrijk. Van Hool is currently building 79 hybrid buses for the principal Flemish operator, De Lijn. There will be opportunities for visitors to take test drives in hybrid buses and I also expect to see examples of the generation after that, powered by hydrogen fuel cells.

"We have ambitious plans to develop further the Busworld International brand with local partners in China, India, Russia and Turkey. China and India are respectively the first and second largest bus markets in the world. Russia is allocating substantial amounts of federal and regional funding to stimulate replacement of buses. Turkey has a large and important manufacturing industry and Istanbul is a major regional trading hub.

The VDL Citea low entry bus will be one of many new launches at Kortrijk.

"Next year, Busworld Asia in Shanghai will coincide with the World Expo. That has as its theme: "Better City, Better Life" and that will also be the central theme of Busworld Asia.

"In India, new legislation has been introduced on the construction and use of buses and coaches, including requirements to have conformity of production in bus factories. This will greatly improve standards of construction and safety for passengers in the Indian industry.

We are working with our Indian partners and a new association of bus builders in preparation for the next Busworld India, to be held in Mumbai in January 2011.

"These are exciting times at Busworld, as we develop the brand globally. I look forward to welcoming you to the new and larger Xpo Kortrijk and hope that you have a most interesting and enjoyable visit to Busworld Kortrijk".



BUSWORLD RUSSIA

Please note that the correct dates for the first Busworld Russia, in Nizhny Novgorod, are 30 June and 1 and 2 July 2010. The timing looks very good, because the Russian authorities have recently announced the allocation of the equivalent of EUR750 million in stimulus funds to help modernise bus fleets.

PARKING

As we close for press, arrangements were still being made for park-and-ride sites for visitors coming to Busworld Kortrijk by car. There will also be separate parking areas for coaches. The latest details will be available on www.busworld.org before you leave home.

BUSWORLD CONFERENCES

During Busworld Kortrijk, a number of conferences are being planned. On the afternoon of Tuesday 20 October there will be back-to-back conferences on Coach Ecology and Safety followed by Bus Ecology and Alternative Fuel Systems. Details were still being finalised as the Newsletter closed for press. The Conference programme will be posted on the Busworld website shortly.



BUSWORLD MEETING POINT

During Busworld, there will be a meeting point 30 metres from the famous Market Square in Kortrijk. Exhibitors and customers will have the opportunity to socialise, having dinner, or simply a drink. Needless to say, the Busworld crew will also be there!

NEWSLETTER ON LINE

The Busworld Newsletter is now available online at www.busworld.org. Alternatively, we can arrange to send it to you by e-mail. Please make your request to mieke.glorieux@busworld.org.

boosting COACH TOURISM

On Friday 16 October, the sixth European Bus and Coach Forum will be held in Kortrijk Xpo. It is jointly organised by the IRU, ECTAA, ETOA and FBAA, the parent of Busworld. The theme will be “Boosting European coach tourism and travel through business-friendly rules.”

The forum will bring together some 200 business leaders, decision makers and representatives from local, national and international institutions to exchange views and experiences in order to identify best and worst practices in travel and coach-travel legislation in Europe and beyond. The discussions will focus on the impact of increasingly restrictive low-emission zones in cities, on the tourism industry

and economies, also on the upcoming EU legislation on the rights of passengers in bus and coach transport.

Graham Smith, CEO of Heyfordian Travel (UK) and Vice President of IRU, said: “It is high time for the bus and coach industry around the world to take its future into its own hands. With the Forum, we intend to demonstrate to our partners and to policy-makers that buses

and coaches can offer sustainable mobility and travel solutions for all, provided rules and regulations enable us to do so”.

Busworld Kortrijk will also be the occasion to award the IRU City Trophy 2009, rewarding the best municipal policies that promote coach tourism.

For more information, please go to www.iru.org

OPTARE'S EXPORT DRIVE



The all-electric Solo midibus.

Optare, based in Leeds, England, is seeking to increase its export sales activities. The company will exhibit a left hand drive version of the popular Solo midibus. Passengers are very familiar with midibuses in the United Kingdom, but Optare CEO, Jim Sumner, says: “We need to remember that on the continent, where low floor small buses are still a rarity, the Solo sets new standards which few competitors can match.” The 9.5m long Solo is fitted with a Mercedes-Benz Euro 5 engine. It has front and centre doors, 24 fixed seats and space for a wheelchair or 3 tip-up seats.

Outside, Optare will show an 8.8m Solo EV fully electrically powered bus. It has an Enova P120 EV drive motor and high performance Valence batteries.

NEW FROM SOLARIS

At Busworld Kortrijk, Solaris will launch two new products. The Urbino 12 Hybrid uses a hybrid drive system developed especially for standard length buses to reduce emissions and fuel consumption. The bus uses a parallel hybrid system with a 6.7 litre Cummins diesel engine to EEV emission standard and an Eaton hybrid system matched to an automated six-speed gearbox. This arrangement includes an automatic start-stop system, dramatically

reducing emissions at bus stops. Electrical energy is stored in four lithium-ion batteries.

Solaris is also entering the interurban market sector with the InterUrbino, a 12m bus initially developed with the needs of the large Polish intercity sector in mind. The frame is constructed entirely from stainless steel and there are large under floor lockers. A wheelchair lift is optionally available for the centre door. Solaris will carry out a series of tests before commencing volume production in 2010, when a 13m version should also become available.



The InterUrbino will be launched at Kortrijk.