



# busworld

## NEWSLETTER



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# thank you very much

## FROM THE BUSWORLD DRIVING SEAT

After the last visitors had vanished into the early evening on the last day of the 20th edition of Busworld Kortrijk, and as exhibitors started dismantling their stands, Patrick Van Impe, Chief Executive Officer of Busworld reflected on the best ever Busworld exhibition.

“On behalf of the Board of BAAV and the Busworld Team, I thank all the exhibitors and visitors who came to Kortrijk in record numbers.” I also want to pay tribute to Kortrijk Xpo who built new entrance halls, the new hall 7, administrative offices and a very large area of

fully serviced hard standing, on which we erected the largest temporary pavilion ever seen in Belgium. It was light and spacious, and worked very well. The days of snaking through narrow corridors to reach the main halls are now a distant memory.

1. The busy Mercedes-Benz stand.
2. The first full size low floor bus from Otokar.
3. The first integral PB by Irizar.
4. The new Scania Higer coach was a highlight!



Isuzu's mid-size Citimark.

We attracted 390 exhibitors, including 70 bus builders. For the first time, there was not a single chassis on display, confirming the steady move in the industry towards complete vehicles. The exhibitors came from 34 different countries, and included 4 Chinese bus builders. We had a little more floor space than the 2007 edition, but it was much more useable and popular. I have to admit there were times when we worried about filling the extra capacity, but, in the end of the day, we sold out. The number of visitors was also a record. Busworld attracted 28,127 people from 118 countries. This was around 2,000 more than the 2007 edition of Busworld, despite the global financial downturn. The quality and seniority of visitors was also impressive. Many came to do business and exhibitors reported satisfaction with the levels of sales and enquiries. There is also the special atmosphere of Busworld Kortrijk which is friendly, and at times very humorous. That is unique in international exhibitions. The dominant theme at Busworld Kortrijk was ecology and the environment. Euro 5 engine emission standards came into force for all new buses and coaches first registered in the European Union from 1 October onwards.

Many Euro 5 models were on display, also some that met the more strict EEV emission standards. Several hybrid and all-electric buses were present. The extensive range from Van Hool included one of 16 second-generation fuel cell hybrid buses for customers in the United States.

We always expect world premieres at Busworld Kortrijk, and the latest edition did not disappoint. Scania launched its new Touring luxury coach, with bodywork built by Higer in China with extensive input from Scania. Orders were being placed on the stand.

Mercedes-Benz and Setra showed new multi-purpose coaches, filling gaps in their ranges between their interurban models and touring coaches. Volvo launched a new and more fuel efficient 13-litre engine for its top-end coach range. Van Hool unveiled the Astronef, its first coach model with theatre-style seating, giving better forward visibility for all passengers.

Temsa took the whole of Hall 7 to display its ever-increasing range. This included the world premiere of the Avenue hybrid city bus. Otokar of Turkey launched new models, including a full size low floor city bus and a very attractive midicoach. Anadolu Isuzu also had new models. Solaris unveiled a low floor city bus with an Eaton hybrid drive system and also launched the InterUrbino, initially intended for country services in Poland, and with some very interesting features.

Spanish builders were not to be outdone. Irizar launched integral versions of its interurban and luxury coach models while the Castrosua display included a hybrid midibus which has been on service in several Spanish cities. Beulas had one of the largest vehicles in Busworld, a double deck Jewel coach for a Swedish customer. Ayats and UNVI have carved out a niche for open top double deck buses for city sightseeing.

We also organised a number of conferences, some in conjunction with IRU. The environment and carbon footprint have moved right up the political agenda. Buses and coaches have very low emission levels per passenger per kilometre and can make a major contribution towards meeting tough new emission limits in the future. We feel it is very important to



Busworld CEO, Patrick Van Impe

bring the benefits of buses and coaches to the attention of politicians and legislators.

Once again, my hearty thanks to all of you who contributed to the great success of Busworld Kortrijk 2009. We can honestly say that the financial crisis did not affect us and that we are looking forward with great confidence to the 21st edition, to be held from 21 to 26 October 2011."

## BUSWORLDS NEXT YEAR

There will be three Busworld exhibitions next year, currently being organised in conjunction with our partners. The very popular **Busworld Turkey** exhibition will run for an extra day, from 25 to 28 March, in the Exhibition Centre close to Istanbul's Ataturk International Airport.

**Busworld Asia** will be later next year, held in the usual venue in Shanghai from 6 to 8 May. That coincides with the World Expo, enabling you to visit both venues if you are feeling energetic.

The very first edition of **Busworld Russia** will be held in Nizhny Novgorod from 30 June to 2 July. The timing is looking ideal, because Government stimulus funds have led to a substantial increase in the numbers of buses shipped by Russian factories in September.

There was tremendous interest in all three exhibitions during Busworld Kortrijk, and Mieke Glorieux was kept busy signing up exhibitors. We will bring you news of all these markets and exhibitions in future editions of the Newsletter.



Centimetres to spare getting on to a stand in Hall 8.

# busworld kortrijk

## AWARDS

The European Coach and Bus Awards were held immediately before the opening of the Busworld exhibition in Kortrijk. Teams of highly experienced jurors judged some of the latest buses and coaches on a variety of topics, including ride and handling, driver, passenger and courier comfort; safety; accessibility; innovation and environmental friendliness.

The prizes were given to the winners at a reception in the Busworld headquarters in Rumbeke Castle. Setra won the Grand Award Coach 2009 with a well presented S 416 GT-HD, while the Grand Award Bus went to another EvoBus

product, the Mercedes-Benz Citaro LE. In the midicoach category, the judges were impressed by the facilities, especially for a tour guide, on the Otokar Vectio 250T.

The important Environment Award went to the hybrid fuel cell A330FC bus from Van Hool. The Innovation Award went to the VDL Group for a whole range of novel features on the Jonckheere SB4000 coach and the Citea CLF120 low floor city bus.

The winning of the Environment Award by Van Hool is particularly appropriate. The company has produced a number of alternative fuel systems, including compressed natural gas, diesel hybrid, fuel cell hybrid and all-electric trolleybuses. Currently, Van Hool is the largest producer of diesel hybrid buses in Europe.



1. Otokar's Vectio midicoach was highly commended.
2. Van Hool's second generation fuel cell hybrid bus.
3. And a Van Hool diesel hybrid bus.

## MERCEDES-BENZ WINS COACH OF THE YEAR

Traditionally, the coveted "International Coach of the Year" trophy is handed over to the winner on the first day of Busworld Kortrijk. This time it was won by the Mercedes-Benz Travego M.

When he handed over the prize to Michael Gopfarth, Head of the Mercedes-Benz brand, Stuart Jones, Chairman of the International Jury, said: "The public expect a modern coach to be safe and nobody has done more to build safety into a product than Daimler has with the Travego. There may still be a little way to go before your aim of the zero accident vehicle is achieved, but it takes several more steps in that direction." The winning coach was fitted with a large number of safety features, giving added protection to the passengers and crew.

The handover of the trophy was enlivened by a troop of Belgian dancers in colourful cos-



Stuart Jones (left) and Michael Gopfarth (right).

tumes and masks. They were a complete surprise to Messrs Jones and Gopfarth!

# bus & coach

## THE SMART MOVE!



During Busworld Kortrijk, the Smart Move campaign was launched by IRU and Busworld. Its aim is to promote a greater use of collective passenger transport by bus and coach worldwide. The campaign has been endorsed by the bus and coach industry, manufacturers, suppliers and, ultimately, all professionals and individuals who share the rationales and objectives of the campaign.

Every year, buses and coaches around the world bring passengers safe and sound to their intended destinations with the lowest impact on the environment of all transport modes.

Regrettably, many people, including politicians and the mass media, are often unaware of just how safe, environmentally friendly, affordable, user-friendly and efficient buses and coaches really are. On the contrary, buses and coaches are often wrongly associated by politicians and the public with problems commonly attributed to road transport, such as pollution and congestion.

This misperception has led to a situation where buses and coaches are not only underperforming in terms of use and contribution

to society, but also suffer from political negligence and often ill-informed, improper and even restrictive legislation.

The Smart Move campaign aims to change this state of play by providing policy and opinion makers with updated facts and figures to ensure an informed debate in policy-making processes and tools to encourage people to switch from cars to buses and coaches wherever possible.

By documenting and advocating the implementation of policies that support and incentivise bus and coach travel at local, national, regional and global level, hundreds of millions of cars can be taken off the road, thus dramatically contributing to road safety and the carbon reduction targets of Governments throughout the world to everybody's benefit.

This is not a short term campaign. It will take time and effort to achieve results, but the in-



Coaches like the new Van Hool Astronef are highly efficient.

dustry needs to raise its profile and image. You can find more about Smart Move on the Busworld website at [www.busworld.org](http://www.busworld.org), where there is an icon with the Smart Move logo.



Raising the profile of bus transport.



## TURKISH DELIGHT IN HALL SEVEN

Temsa occupied the whole of the new Hall 7 in the Kortrijk Xpo. After the event, Ali Murat Atlas, Managing Director of Temsa Europe, said: "Choosing Hall 7 exclusively for us was of course a bit risky, but we were confident that customers would look for us. We took every opportunity to remind them that we were

waiting for them in Hall 7. Once they reached us, many enjoyed staying for a long time. Now everyone knows where to find us for the coming Busworld exhibitions.

His comments were endorsed by Wim Van Hool, Executive Board Member of Temsa Europe. "It was a tremendous success! Customers appreciated the way we hosted them and in particular the confidence that we were able to create in terms of services and environmental performance.

# china day CONFERENCE

During Busworld Kortrijk, there was a very interesting conference with four most leading Chinese speakers.

A World Expo will be held in Shanghai next summer. Jianguang Yuan, Secretary General of the China Civil Engineering Society, described the massive logistics challenge in moving people to and around the Expo site. Visitors are expected from all over China and abroad. They will arrive by air, mainline rail, metro and coaches. Several of Shanghai's bus lines will also serve the Expo. Visitors will move around inside the 5.28sq km site on a large fleet of zero emission buses, some powered by batteries and others by fuel cells.

His presentation was followed by speakers from three of the leading Chinese bus and coach builders, namely Ankai, King Long and Yutong. All three made very interesting presentations, with fascinating facts, statistics and technical developments.

It is hard to realise that until as recently as twenty years ago, bus manufacturing in China was a small and largely localised industry, building mainly on front-engined truck-derived chassis.

That started to change with the stimulus of a highway construction programme from



*This Ankai bus is powered only by batteries.*

1988. In less than twenty years, the Chinese achieved a revolution in bus and coach design that had taken eighty years in Europe! Diesel engines are now practically standard, although there are some city buses fuelled by compressed natural gas, also trolleybuses. Use of automatic gearboxes is now widespread. Luxury coaches have space frames, air suspension and high standards of interior comfort.

In the developed world, the urbanisation of people is typically 60-70%. In China, it is around 30-40%, and the drift from rural areas to the cities will continue for many more years. Coupled with relatively low levels of car ownership, that encouraged one of the speakers to say that bus and coach building in China will be "a sunshine industry for another ten years at least".

The top four or five Chinese builders account for around 50% of the domestic market, leaving nearly 100 others to contest the rest of the business. There are around 15 chassis suppliers, but it is often the bodybuilder who gives his name to the complete vehicle. The industry will consolidate, with the market leaders enjoying economies of scale. They are investing heavily in new technology, including anti-corrosion treatment systems, sophisticated tooling, alternative fuels and higher quality.

You can download the four Chinese presentations, in Powerpoint, from [www.busworld.org](http://www.busworld.org) by entering Busworld Kortrijk Seminars on the right hand side of the home page.



*An interurban coach from King Long.*

# opportunities IN INDIA

During Busworld Kortrijk, we held an India Day Conference.

India is the second largest market in the world for buses and coaches and the second largest producer. During Busworld Kortrijk, at an India Day Conference, a panel of experts from India told the audience how their industry is changing.

Until recently, most buses and coaches were built on simple truck-derived chassis, with bodies by constructors who ranged from large, well-organised, concerns to small road side builders making very basic structures which met no safety standards. Buses were regularly involved in accidents, and frequently with fatal consequences.

India recognised that it had to change and had to establish nationwide standards of construction and conformity of production. The mammoth task was taken on by Mr Balraj Bhanot, who recently retired as Head of the Automotive Research Association of India, but who is still active as a consultant to the Government. He headed a number of committees which had to work with Government departments and many other interested parties.

He had his staff took the wise decision to introduce standards which are broadly based on the European Bus Directive. That will facilitate trade between European and Indian manufacturers and suppliers and also help the transfer of technology. New designs of city buses are coming on to the market, with lower, more accessible floors and rear-mounted engines. In Delhi, all city buses for the last few years have required CNG-fuelled engines, to help reduce levels of pollution.

India has completed a network of major highways linking the main cities and crossing the sub-continent from north to south, and east to west. That has created demand for more comfortable and powerful long distance and commuter coaches, running very regular services. A second large-scale road building programme will link many villages to the national highway network.

Mr Sandhu of ARAI told the audience how the new regulations will be implemented. Bus builders in India will have to go through a Type Approval procedure. That might be difficult for some of the smaller and more traditional bodybuilders, but Mr Sandhu reckoned that they could team together so that each be-



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comes a specialist in one part of the manufacturing process to make complete vehicles that meet the new standards.

The manufacturing industry was represented by Mr Kulwant Wilkhu, a Director of Sutlej Motors and President of the newly established Indian Association of Bus Manufacturers. His members are promoting the construction of complete integral vehicles. His own company works closely with Mercedes-Benz. Mr Wilkhu produced many fascinating statistics on the Indian industry, including actual and forecast demand in the various market segments.

If you are interested in India, log on to [www.busworld.org](http://www.busworld.org), then enter "Busworld Kortrijk Seminars", where you can download the Indian presentations. Better still, make a note to visit the next Busworld India, to be held in Mumbai from 12 to 14 January 2011.

1. Volvo will sell 600 buses in India this year, but not the new hybrid.
2. Vehicles like the Goppel trailer bus might be the answer to India's demand for high capacity.

## NEWSLETTER ON LINE

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