



countdown to busworld turkey

FROM THE BUSWORLD DRIVING SEAT



Anadolu Isuzu offers the stylish Citymark bus.



A very well specified midicoach from Otokar.

Patrick Van Impe is relishing the challenge of three Busworld exhibitions in a four month period.

He recently said: "We have no sooner recovered from Busworld Kortrijk, - the largest and most successful dedicated bus and coach industry exhibition ever held – than we are gearing up for Busworlds in Turkey, China and Russia.

"Busworld Turkey 2010 will be held in Halls 1 and 2 of the Istanbul Expo Center from 25 to 28 March. We are organising it in collaboration with our local partners, HKF Trade Fairs, the International Road Transport Union (IRU) and the Turkish Bus Federation (TOFED).

"Busworld Kortrijk last year was a tremendous success, despite the impact of the global economic crisis. Busworld Turkey looks to be following the same trend. At the time of writing, 161 exhibitors have booked space, of which 130 are Turkish, and the remainder from other countries. Between them, they will be showing a very large range of vehicles, components and services."

"Turkey is a very important producer of buses and coaches of all sizes. Last year was a challenge, because the home market went



Busworld CEO, Patrick Van Impe

straight from Euro 1 to Euro 4 engine emission standards. Customers in Western Europe now require Euro 5, but there are those in other markets, around Turkey, which still work to earlier emission standards.

“Several Turkish cities have followed the Western European standard with city buses that have a large part of their floor only one step above the ground. The main domestic manufacturers can now offer buses that meet this requirement. That was evident at Busworld Kortrijk last year, with new models from Otokar and Temsa. However, there are other cities which still specify higher floors, partly because of road conditions.

“Turkish manufacturers are right up to speed technically. Their factories are modern and very well equipped. Indeed, the Mercedes-Benz plant at Hosdere, outside Istanbul, is one of the most modern in the world.

“The companies are also making major strides with new technology. We saw the hybrid Temsa Avenue city bus at Kortrijk last year and we know that others are in development. You never know what we might see in Istanbul!

“Our Turkish partners are very proud of the fact that Turkey has a larger bus and coach manufacturing industry than any other country in Europe, with the sole exception of Russia. The automotive sector is now Turkey’s



Otokar launched its Kent low floor bus in Kortrijk last year.

largest earner of foreign currency, having in recent years displaced textiles, the traditional top earner.

“The vehicle manufacturers are supported by component manufacturers, capable of building to the highest international quality standards. There will be many examples of their products in Busworld Turkey. Indeed, the Turkish industry is capable of making and supplying practically every part of a bus or coach. There are only very few specialised

exceptions, like fully automatic gearboxes for city buses.

“Istanbul is one of the greatest international trading centres in the world. The Expo Center is close to the main Ataturk International Airport which is a very important regional hub. We expect to see visitors from many parts of Europe, from Russia and the CIS, and from the Middle East and North Africa. We and our partners look forward to welcoming everyone to Busworld Turkey.”

1st euro-asian BUS AND COACH FORUM

During Busworld Turkey, the first Euro-Asian bus and coach forum will be held. It is being organised jointly by the International Road Transport Union (IRU), the United Federation

of Travel Agents Associations (UFTAA), the Arab Union of Land Transport (AULT), and the Union of Chambers and Commodity Exchanges of Turkey (TOBB), under the patronage of

the Minister of Transport of Turkey, Binali Yildirim. The working languages of the forum will be English, Turkish, Arabic and Russian.

The forum will be held in the Istanbul Expo Center from 14.30-17.30 on 25 March. It will discuss measures and best practices to promote and facilitate bus and coach transport in the region and beyond. There are speakers representing governments, trade associations and industry leaders from across the region. The Forum will mark the official regional launch of the Smart Move campaign with is now available to Turkish and Arabic speaking



High capacity buses and long distance coaches are vital for moving people in Turkey.

bus rapid transit IN ISTANBUL

Last summer, Stuart Jones, Chairman of the International Bus & Coach of the Year jury and Managing Editor of the UK's leading trade magazine, visited Istanbul to look at the impressive Bus Rapid Transit system which had been installed on some of the main arterial roads.

IETT, the principal operator of public transport in Istanbul decided to build a Bus Rapid Transit system in 2005 and opened the first phase within a year. The construction costs were a fraction of building either a light rail or metro system. Stuart was quoted construction costs of anything from \$40-350 million per km to construct an underground metro, with light

audiences. Graham Smith, Vice President of the IRU and CEO of Heyfordian Travel in the United Kingdom said: "We are launching the first regional bus and coach forum with great ambitions and expectations. We want to make clear to national and regional decision makers that buses and coaches offer an optimal solution to many current and future mobility challenges, at all levels."

Dr Mahmud Abdallat, Secretary General of the AULT, added: "This inter-regional Forum, coupled with initiatives like Smart Move, is the perfect occasion to gain momentum and induce change in policy making, perception and behaviour in order to achieve safe, user-friendly, green, efficient and affordable mobility for all in the region."

Around 150-200 participants are expected from Western Europe, Central and Eastern Europe, the Middle East, North Africa, the CIS and Central Asia.

The programme can be downloaded from www.iru.org/index/turkeyforum_2010



1. High capacity buses speed past other traffic.

2. A typical BRT station in Istanbul.

rail between \$12-45m per km and a BRT system at \$2-11m per km!

The photographs show that the Istanbul system has completely segregated lanes, only coming into contact with other traffic on one of the Bosphorus bridges. Passengers enter and leave the stations by underground tunnels or overhead bridges, using an off-bus ticketing system.

Services are provided by 250 4-axle Mercedes-Benz Citaro CapaCity buses and 50 double articulated Phileas vehicles manufactured by the APTS subsidiary of VDL. Vehicles run at a headway of just 22 seconds at peak periods

on the busiest routes, saving commuters an average of around 50 minutes daily.

Stuart summarised his visit: "A seemingly endless stream of heavily laden articulated buses, rushing by on reserved tracking running along the centre of the urban motorway that links one end of Istanbul with the other, cannot help but make an impression on the drivers of cars stuck in traffic on either side of this deeply impressive BRT system."

bmc celebrates 45 YEARS



BMC, based near the port city of Izmir celebrates 45 years of production of heavy commercial vehicles in 2010.

The first few buses were built on truck-derived chassis with front-mounted engines, but, since 1992 BMC has developed an extensive range of medium and full size buses, including articulated, also midi coaches. These include the full low floor ProCity which is available with diesel or CNG-fuelled engines. A hybrid city bus is under development. BMC is a leading producer of military vehicles, working to the latest NATO and other international quality standards. This discipline has a beneficial effect on all the products built by the company.

The BMC Bus Factory is located on 43,000sq m with a manufacturing capacity of 1,800 units per annum on its flexible production lines.

BMC is working to the highest international safety and environmental standards. The company has been certified by the German TUV and British VCA authorities to confirm that it meets the requirements to obtain type approvals in accordance with ECE and EEC regulations.

BMC has been an active exporter for many years and has experience of designing vehicles to meet specific local requirements, such as right or left hand drive. Every country, every city and every customer has specific sets of requirements. BMC has the engineering capability to tailor buses and coaches by modifying the passenger capacity, floor

1. Each of 191 CNG-fuelled buses delivered to Kayseri last year replaced two minibuses.
2. One of a pair of midicoaches delivered to Air France.

height, comfort level and interior design to meet these individual customer needs.

In Turkey, the company has been a pioneer manufacturer in the introduction of low and super low floor buses which are designed to help passengers with wheelchairs, prams and with physical disabilities.

BMC is a licensee of Cummins and can offer vehicles with manual or fully automatic transmissions, steel or air suspension, and strong steel structures, well protected against corrosion. The company will have an extensive stand at Busworld Turkey.

GRAYSON IN ISTANBUL

Grayson Thermal Systems is a specialist in heat exchangers, based in Birmingham, England. The company is already an important supplier on the British market, and has recently expanded into Europe. It is working on the development of new cooling systems technology for hybrid drives and for all-electric buses and coaches. Managing Director, Stuart Hateley, said: "We were the only British manufacturer of cooling systems at Busworld in Kortrijk last autumn, a fact that gave us a very high profile, and we

were able to make some very valuable introductions as a result. We are confident that Busworld Turkey will also be a very useful exercise.

"We recently opened a large new facility that offers more manufacturing capacity and includes an expanded research and development unit to enhance existing products and develop new ones, to help vehicle manufacturers and operators improve vehicle performance and reliability, and to reduce costs."



coach travel IN TURKEY

Turkey is a large country, with long distances between the main towns and cities. Rail services are sparse. Although there is now some competition in the airline sector, fares are still beyond the means of many people. Therefore there is a very extensive network of express coach services.

The Otogar in Istanbul must be one of the largest and most spectacular coach stations in the world. It is on three levels. The top one is for coach departures. There are offices, booking halls and departure rooms for services to all parts of Turkey and several international destinations.



Coaches travel around the perimeter of this large complex, parking front first onto each of the 200 departure bays! On the busiest routes, there are competing services, with higher fares charged for travel on more luxurious vehicles.

The Otogar is connected directly to the motorway network, enabling coaches to avoid Istanbul's notorious congestion and move quickly onto the main west-east highway, with the vast majority heading across the second Bosphorus bridges to the Asian side of Turkey.

1. A Temsa Diamond leads several coaches into the Otogar.
2. Coaches departing from one of the short sides of the Otogar.



On the middle level, there is a metro station, offering a direct link to many parts of the city. Local buses and taxis also serve the Otogar.

The lowest level caters for coach arrivals, also repair and maintenance workshops and facilities for cleaning vehicles ready for departure. If you are visiting Busworld Turkey, and have some time to spare, it is well worth visiting this very spectacular coach station. It can be reached quite easily from the Exhibition Center without going into the congested city centre.

BUSWORLD ASIA

1. Entertainment at the opening ceremony last year.
2. The "Better City Better Life" caption on an all-electric bus.



The Annual Busworld Asia will be held a little later than usual this year, taking place in Shanghai on 6 to 8 May. That is during the period of the World Expo, giving visitors the opportunity to take in both exhibitions. Busworld Asia will be held in the New International Expo Centre in Pudong, Shanghai, from 6 to 8 May. On 5 May, the second Asian Bus and Coach Forum will be held in conjunction with IRU to launch the Smart Move campaign at regional level. The theme of the forum is "Better Trans-

port, Better City, Better Life" Everyone is welcome to participate in this conference. Further information can be obtained from Christina Grimme christina.grimme@iru.org

VNU Exhibitions, Busworld's local partners in Shanghai, report a high level of bookings. Although the Chinese bus market dipped in 2009, it is now recovering strongly. This is partly due to incentive schemes to encourage operators to invest in low emission city

buses, also advanced concepts like hybrid and all-electric vehicles. The Shanghai Expo is being billed as the largest and most ambitious World Expo ever. It will run from May to October and is expected to attract 70 million visitors. The Chinese Government is spending around \$44 billion, more than on the Beijing Olympics, in upgrading infrastructure and building new transport links, including two new airport terminals. Another \$5 billion is being spent on the Expo site itself.

smart move

UPDATE

The Smart Move campaign to promote awareness of the benefits of travelling by bus and coach continues to gain momentum.

The promoters now have a regular newsletter to which anyone can subscribe, free of charge. Go on to www.busandcoach.travel then select your preferred language. Currently, information is available in English, French, German, Russian, Turkish and Arabic. Using the toolbar you can log on to latest news and then subscribe to newsletter.

The Smart Move campaign now has nearly 60 partners. One of the latest to join is the Association of Pan-European Coach Terminals. Its members run a number of leading coach terminals, mainly in Central and Eastern Europe.

The aim of the Smart Move campaign is to raise political and media awareness of travel



Buses like the new Temsa Avenue have a very low carbon footprint per passenger.

by bus and coach, in order to eventually double the use of bus and coach transport in the European Union and beyond.

If that target can be achieved, in Europe alone, there would be a reduction in CO₂ of at least 50 million tonnes per year, a reduction of more than 3,000 fatalities on EU roads and

streets, a spectacular fall in congestion in cities at zero cost for taxpayers, and the creation of four million new jobs.

IRU and Busworld will be launching the Smart Move campaign regionally in Turkey and Shanghai. Please refer to the separate items in this Newsletter.



FIRST BUSWORLD RUSSIA

Busworld Russia will be held in Nizhny Novgorod from 30 June to 2 July 2010. Busworld's local partners report a high level of interest.

Demand for new buses is recovering quite strongly in Russia, partly due to stimulus schemes and the more ready availability of finance. We will bring you more information about the Russian market and Busworld Russia in the next edition of the Newsletter.

BOOKINGS FOR BUSWORLD KORTRIJK

Following the tremendous success of Busworld Kortrijk last autumn, bookings for stand space open in March for the next edition, to be held from 21 to 26 October 2011.

The last edition of Busworld Kortrijk was a sell-out, in the worst global financial crisis in living memory. Most industry experts believe that demand for new buses and coaches will recover strongly by 2011, therefore there is likely to be heavy demand for stands for Busworld Kortrijk next year, even allowing for the major increase in floor space at Xpo Kortrijk. Therefore, contact Mieke Glorieux and book early to avoid disappointment!

NEWSLETTER ON LINE

The Busworld Newsletter is now available on-line 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.