



# busworld shanghai

## fast approaching

FROM THE BUSWORLD DRIVING SEAT



The Tenth edition of Busworld Asia will be held in the Shanghai New International Expo Center with an official opening on the evening of Wednesday 5 May, followed by three full days Thursday, Friday and Saturday 6-8 May. The theme of Busworld Asia will be “Better Transportation, Better City, Better Life”.

Patrick Van Impe commented: “Currently, more than 26,000sq m has been allocated and almost fully booked. Some Chinese com-

panies can leave it late in the day to make their bookings, so more are expected. Already there are firm commitments from several ve-

hicle manufacturers and over 150 companies supplying components, accessories and services.”

1. A low floor double deck city bus by Zonda.
2. Chinese engine builders are just a step or two behind on European emission limits.
3. A Scania Higer coach destined for Hong Kong.
4. Youngman is a licensee of Neoplan and showed this Cityliner.
5. An advanced hybrid bus by TEG.
6. An all-electric city bus by Volvo's joint venture partner, Sunwin.

*Glamour at the opening ceremony.*

It seems almost no time since the first edition of Busworld Asia, held in the same venue in 2001. At that time, China was still emerging as a world power. Buses and coaches were mainly built with front-mounted engines on high frames. A few manufacturers had modernised their products by taking licences from established builders like Setra and Neoplan, but the real rush to modernise came in the last decade.

There were numerous new products at every edition of Busworld Asia. In fact, if manufacturers had nothing new, they tended not to take exhibition space! That is changing, because they have realised the benefit of exhibitions for meeting customers, old and new. Numbers of international visitors have steadily increased and that is important to the Chinese with their export ambitions.

Over the period, the quality of Chinese products has improved considerably. Some companies introduced designs which were clearly inspired by Western European and Japanese manufacturers, but habit has slowly changed. The best of the Chinese builders are now sufficiently confident and capable to develop their own distinctive styles.

The Chinese Government has stimulated demand for alternative fuels with initiatives such as the "Ten Cities, 1,000 Vehicles" programme. This provided funding to ten major cities to buy up to 1,000 vehicles each, using alternative fuels and state-of-the-art technology. Not



all were buses, because other municipal vehicles could qualify.

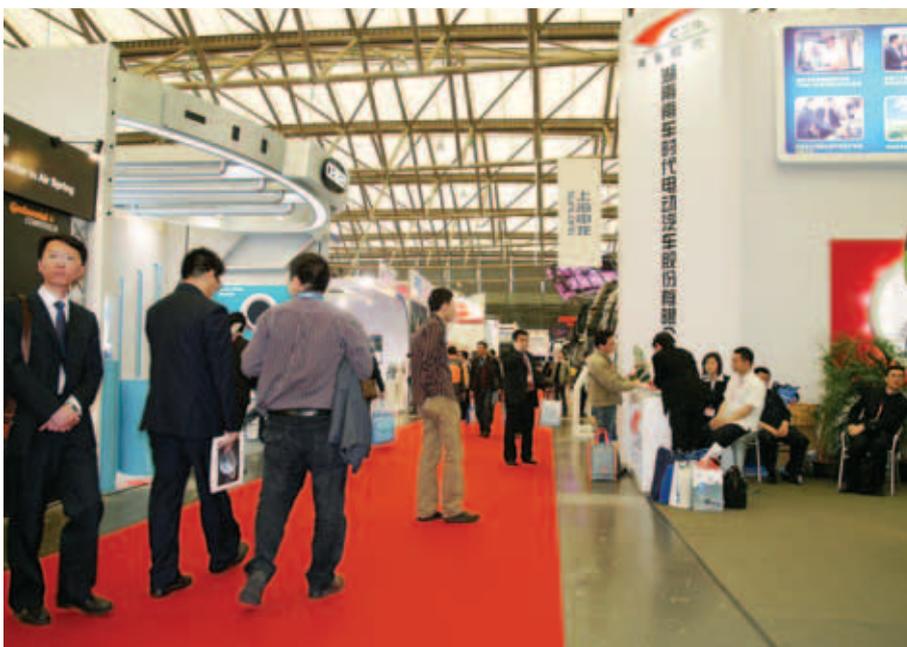
China has abundant supplies of natural gas, therefore compressed natural gas is an important fuel, particularly in some regions. Liquefied petroleum gas has been tried, but generally proved to be uneconomic. Several manufacturers have developed hybrid buses. Trolleybuses are running in some of the main cities.

Patrick recalled his experience last year in Shanghai. "Two or three manufacturers introduced full size buses powered by electric batteries. They were developed primarily for use inside the site of the Shanghai World Expo.

Ingenious systems have been developed to boost battery capacity and range during operation. In Shanghai, all-electric buses can take a fast boost electric charge from overhead power points at the main stops.

"Exhibitors at Busworld Asia include joint venture companies, established with partners from outside China. Well-known international companies, like Actia, Allison, ArvinMeritor, Bitzer, Bosch, Carrier, Continental, DAF Components, Hubner, Knorr-Bremse, Konveкта, Marcopolo, SPAL, Valeo, WABCO and ZF will all be there, along with a fascinating range of products from Chinese suppliers.

"The tenth edition of Busworld Asia promises to be just as interesting, with lots of new concepts and new components. And, if you are really keen on exhibitions, the World Expo will be open at the same time as Busworld and throughout the summer."



*Many visitors came to the stands of component suppliers.*



*Busworld Secretary General, Patrick Van Impe*

# busworld

## TURKEY SUCCESES



The third edition of Busworld Turkey, held in Istanbul from 25-28 March, was a great success. There were 185 exhibitors, of whom 147 were Turkish and the rest international. There were 11,547 visitors from an amazing total of 68 countries, including Turkey. That confirmed the importance of Turkey and particularly Istanbul as an international transport and trade hub.

A number of interesting trends were noticeable in the important Turkish market. It had been due to adopt Euro 4 emission limits as standard last year, but manufacturers were given a derogation to register vehicles with pre-built Euro 1 and Euro 2 engines. There were also problems in establishing a complete distribution network for low sulphur diesel right across such a large country. The Government has now decreed that Euro 4 will be mandatory for all vehicles first registered from 1 January 2011.

The Government also wants to encourage city bus operators to use compressed natural gas.

Large volumes are produced in some neighbouring countries and gas is piped across Turkey to Mediterranean ports. Turkey has commitments to buy gas from some of its neighbours, but there is little demand for gas in the warm summer months. City buses can use gas all year round, and it has commendably low emissions.

Another trend is towards more accessible city buses, with a large part of the floor just one step above the ground. The Government is planning to make them mandatory from 2012, but there might be quite a challenge in adapting roads for their use in a number of parts of the country.

Although the Turkish manufacturing industry and the market were hit by the global financial crisis, bus builders continued to invest in new products and are ready and able to meet the changes in legislation. The manufacturers not only supply Turkey, but many neighbouring countries in Europe, North Africa, the Middle East, Central Asia and Russia.

Many of them are likely to follow the trends in Turkey very closely. Indeed, in Eastern Europe, there are signs that capital cities are investing in the latest technology, such as low floor buses, while more basic vehicles are bought for other parts of the countries.

BredaMenarinibus came from Italy to exhibit at Busworld Turkey. The company had delivered 35 Avancity buses with Mercedes-Benz gas engines to Kocaeli and was in the course of delivering a further ten articulated models with MAN gas engines. Being low floor and

gas powered, they certainly met the Government's desire for modern public transport.

BMC was celebrating its 45th anniversary and had an extensive range of buses on its stand, including the 300,000th commercial vehicle built by the company since it started. This was a full low floor city bus with a Cummins Euro 5 engine. BMC also showed a low floor Procity bus powered by a Cummins CNG engine. Also on the stand was a full low floor articulated bus which had successfully completed extended trials in three Turkish cities and was now ready for volume production.

BMC has had a licence with Cummins to make Euro 1 and Euro 2 engines for many years, and has signed an agreement to start production of Euro 4 and Euro 5 units later this year.

Temsa is ready with low floor city buses, powered by diesel or CNG engines. A highlight on this stand was the new Safir coach for Turkey and neighbouring markets. It had been substantially restyled and was powered by a DAF MX Euro 4 engine developing 410bhp.

There is a large market for intercity and tourist coaches in Turkey, dominated by Mercedes-Benz. Wolf-Dieter Kurz, President and CEO of the Turkish company, said that it took a 65% share of the coach sector last year and exported 2,335 buses and coaches to 32 countries. The Conecto low floor bus is available in solo and articulated versions while demand for coaches in Turkey is met by the Tourismo and Travego on two and three axles. The SHD version of the Travego is nearly 4 metres high and offers enormous luggage capacity.

1. An Isoto high floor city bus with MAN running units.
2. The Anadolu Isuzu Citymark midibus is accessible to wheelchair users.
3. A tri-axle Mercedes-Benz Tourismo.
4. The 300,000th vehicle built by BMC, a low floor Procity bus.
5. The new Temsa Safir with a DAF engine.



Otokar has ambitious plans to expand in European markets. The company has a rather confusing habit of giving models one name for the Turkish market and another for Europe. Therefore, the low floor Centro minibus launched in Busworld Kortrijk last year appeared on the stand as the M2010. It is finished to very high standards and the first examples are already entering service in Istanbul.

The main thrust into Europe is likely to be with the Navigo and Vectio models, but Serdar Gorguc, General Manager, said that there would be further models based on the full size Kent city bus, available in low and high floor versions.

Anadolu Isuzu offers a comprehensive range of medium buses and coaches fitted with Euro 4 or Euro 5 engines. This is another company

that is planning to increase its activities in Western Europe.

Güteryüz is another Turkish builder making quite an extensive range of integral buses and coaches, including double deck. Their largest exhibit was an open top double deck bus for city sightseeing, powered by a DAF engine. Güteryüz has a very modern factory in Bursa making around 600 vehicles per annum.

Busworld exhibitions are often full of surprises. A new builder is the Isotlar Group which started building integral buses and coaches under the Isoto brand in Adana in 2006. Initially they sold them almost entirely for export, but have recently supplied also to the Turkish market. The company uses Western European drivelines, such as MAN engines and other major parts from ZF.

Over the years, a large component supply industry has become established in Turkey, making every imaginable part for buses and coaches. These companies work to high international standards, therefore it was not surprising that quite a number of visitors came from bus manufacturers in various other parts of the world, to see what was available at competitive prices. Many must have been impressed with the quality, particularly the very luxurious lounge seats and interior trim in some of the minicoaches.

Busworld Turkey was such a success that the organisers are confident of filling three halls in 2012, instead of the two this year.

## BUSWORLD KORTRIJK BOOKINGS BOOMING

Although the next edition of Busworld Kortrijk will not be held until October 2011, Mieke Glorieux, Director of Busworld Kortrijk, has been taking bookings for little more than one month and is delighted to report that more than 70 percent of the available space has already been committed.

Mieke said: "This is a remarkable endorsement of the last edition of Busworld Kortrijk. We were impressed that so many exhibitors and

visitors came to Kortrijk when so many parts of the world were suffering in the global financial crisis, but we thought at the time that a large amount of business was done at Kortrijk, and that contacts made in the Fair were followed up successfully. The level of bookings for 2011 confirms what we thought at the time and makes us both happy and proud."

There is still space available, but don't delay!



# russia

## NEEDS BUSES

The major vehicle manufacturers and trade associations regularly describe the BRIC countries as being those which are the principal targets for expansion. BRIC stands for Brazil, Russia, India and China.

Busworld is already well established in China and India and has plans for Brazil. We shall tell you more about Brazil in a future Newsletter.

The first Busworld Russia will be held in Nizhny Novgorod from 30 June to 2 July. It is coming at a very appropriate time, with Russia showing strong signs of recovering from the global economic crisis. Russia is a leading supplier of oil, gas and many minerals. These will all become more in demand as industrial production returns to pre-crisis levels.

Russia almost certainly has the third largest population of buses and coaches in circulation in the world, after China and India. Millions of Russian people rely on buses to travel to work, schools and leisure. Many factories run their own transport for employees. Without buses, Russia would soon come to a stand still.

At the beginning of 2010, there were estimated to be slightly less than 900,000 buses and coaches in circulation in Russia. Of those, around 234,000 were up to five years old, in other words about 26% of the vehicles. A further 252,000 were between five and ten years old, ie 28%.

The remaining 410,000 buses, more than 45% of those in use, were more than ten years old. Bearing in mind that the operating conditions in parts of Russia can be very severe, most of those buses are in urgent need of replacement. It needs a combination of political will and financing.

Trams and trolleybuses provide a substantial number of services in the main cities, but buses play an important role. They have become better equipped in recent years. Euro 3 engines are normally standard, and automatic gearboxes are widely used. Low floor models have been developed, but operating conditions can be difficult, particularly in the long and bitter winters.



1. An imported low floor bus from MAZ of Belarus, built to old Neoplan designs.
2. Korean coaches have been sold in Russia for several years.
3. Small numbers of Mercedes-Benz O303 were built in Russia in the Golitsyno factory.
4. Looking into the trailer section of a low floor LiAZ articulated bus.
5. Moscow still uses large numbers of old Uritsky trolleybuses.

In the main cities, public transport is also provided by minibuses which run on fixed routes and charge slightly higher fares, because they are able to offer faster journey times.

Services in the rural areas are often provided by midibuses with front mounted engines and high floors. Some vehicles are specially modified to cope with the extremely harsh conditions in the far north of Russia, for instance serving communities in the mining areas.

Russia has a bus manufacturing industry, dominated by the GAZ Group with its headquarters in Nizhny Novgorod. There are also a number of much smaller and more specialised manufacturers scattered around the vast country, often working on a relatively regional basis.

There are also some imported vehicles. Operators in the far east of Russia are physically much closer to factories in China than those lying west of the Urals.

Although there are some specialists component suppliers, there are nothing like the number in Western Europe, nor the variety of products. Most Russian factories have to make much more of their vehicles in house, including seats and doors. There must be an opportunity for component specialists to come into this large market.

It was noticeable, at Busworld Turkey, that a number of exhibitors there talked eagerly of taking space in Russia. Turkey relies heavily on Russia for gas, but in return, Russia buys many Turkish products. There have been regular supplies of buses over the years.

Russia is also looking for advanced vehicle concepts. Last month, the Busworld head office received the following advice: "The Ministry of Transport of the Russian Federation entrusted to the state leasing company to organise the purchase of hybrid buses for Olympic Games infrastructure in Sochi 2014. The state purchase begins in 2010. We consider Busworld Russia to be a good ground to view and select hybrid buses and to form a major state order in Russia. It is a good opportunity to present world leading hybrid bus builders during Busworld Russia."

That is where Busworld Russia can play a very important role. It will bring together under one roof all the players who can take part in the modernisation programme. New buses, with the support of priority features like bus lanes, can reduce congestion and pollution in busy urban centres. The carbon footprint per passenger per kilometre on buses and coaches is exceptionally low.

We shall bring you more information about Busworld Russia in the next Newsletter.

# asian coach week

## 2010

On Monday and Tuesday, 3 and 4 May, preceding Busworld Asia, the Asian Coach Week will be held, as before, outside and adjacent to the exhibition halls. This event is very popular with Chinese manufacturers, because it gives them the opportunity to showcase their latest products and to have them assessed by international and Chinese judges.

There will be two different types of awards. The first type will be given to vehicles. There will be five Grand BAAV Awards for Coach, Bus, Midi/Minibus, Midi/Minicoach and BRT bus, plus eight other awards for vehicles.

There will be two Innovation Awards, two Environment Awards, two Safety Awards and two Comfort Awards. Each of these will be given to one coach or midi/minicoach and one to each bus, midi/minibus or BRT.

The vehicles will be extensively judged for these awards. The Innovation Award will take into account new materials, new concepts, ease of maintenance and electronic systems. The Environment Award will consider noise, emissions and environmentally friendly fuels. The Safety Award will judge active and pas-



sive safety for drivers, tour guides and passengers. The Comfort Award will assess driver, tour guide and passenger comfort.

There will be two awards related to companies for which no tests are required, but their vehicles will have been assessed in other tests. They are the Grand BAAV Award for the Bus Builder of the Year and the Grand BAAV Award for the Coach Builder of the Year.

There will also be the Outstanding BAAV Award for the Alternative Plaza. There will be a dedicated area within the Busworld Exhibition where all component manufacturers who are featuring new developments relative to alternative drivelines and materials, alternative fuels and other technical developments which benefit the environment. There will be no tests

1. A low floor bus with Eaton hybrid drive and an Alcan body structure.
2. Coaches from Zonda and Sunlong await the judges.
3. A low floor articulated city bus by Zonda.
4. A tri-axle low floor bus from Higer.

for this award, but entrants for this award will be expected to provide full technical details.

Busworld Shanghai will open official on the evening of Wednesday 5 May when awards will be announced and given to the various winners.

## CHINESE ECONOMY BOOMING

According to official figures, the Chinese economy grew by 11.9% in the first quarter of 2010. The country seems unconcerned about risks of over-heating, suggesting that this is partly due to recovery from the global economic problems of 2009.

Although China is now the largest world market for new cars, a substantial number are official vehicles and taxis. The vast majority of people in China still rely on public transport.

With the continuing migration from rural areas to the main cities, that is going to create healthy demand for new buses and coaches well into the foreseeable future.

## NEWSLETTER ON LINE

The Busworld Newsletter is now available on-line at [www.busworld.org](http://www.busworld.org). Alternatively, we can arrange to send it to you by e-mail. Please make your request to [mieke.glorieux@busworld.org](mailto:mieke.glorieux@busworld.org).