



busworld india arriving

FROM THE DRIVING SEAT

It is only a few days until Busworld India opens its doors in the Bombay Exhibition Centre in Goregaon (East) in Mumbai. The exhibition will be open daily from Wednesday 12 January to Friday 14 January from 10.00 to 18.00.

Busworld India 2011 is being held in association with the Indian Association of Bus Manufacturers and Busworld's local partner, Inter Ads Ltd.

The Indian Association of Bus Manufacturers strongly supports the Busworld concept of exhibitions organised exclusively for bus and coach manufacturers, component and service suppliers, and industry specialists.

Patrick Van Impe, Secretary General of Busworld, confirmed the theme of the exhibition as "Transition from Conventional Truck Chassis to an Integral Bus & Coach Industry". Busworld India will be an exciting opportunity for exhibitors to showcase cutting-edge technologies, sophisticated solutions and the latest products in the bus and coach industry. Patrick observed that India is the second largest market in the world for buses and coaches, having raised production from just over 21,500 units in 2004/5 to 46,026 in the Indian financial year from April 2009 to March 2010.

"The Indian manufacturing industry is going through a period of rapid development. It is changing from old fashioned and traditional models built on high truck-derived chassis. Many of these vehicles were necessary because of poor road conditions, especially in the monsoon season.

"We are now seeing production of integral vehicles, and also what I might call integrated models, where there is much closer collaboration between the chassis manufacturer and the bodybuilder. As a result, a whole new generation of buses and coaches is being developed, and some of them will be at Busworld India.

"There are a number of reasons for this rapid progress. The Indian economy is growing strongly and suffered much less than most in the global financial crisis. Major investment in highways and local roads has resulted in increased demand for luxury and express coaches. There is also a new sector for commuter transport in and around the main cities. The rapidly expanding middle class in India is willing to pay more for higher levels of comfort in buses and coaches.

"India has seen major progress in vehicle design and development in recent years. New types of buses have been introduced with modern features like air suspension, disc brakes, automatic transmission, air conditioning, automatic doors, rear mounted engines, and lower floors on city buses. In Delhi, all new buses must be fuelled by compressed natural gas, in order to reduce pollution to a minimum.

"This modernisation has created opportunities for many European suppliers to become active in the Indian market. Several have found local partners and have adapted their products to Indian conditions, for instance electronic destination screens in Indian languages.

"Since the Indian authorities have implemented the Bus Code AIS 052, which is broadly based on the European Bus Directive, along with regulations on conformity of production, Indian manufacturers and component suppliers are now working to standards which are recognisable in many other parts of the world. That is opening up opportunities for them to export their products.



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1. A new Mercedes-Benz Sulej coach, built for India.
2. There is great demand for bus services in India.
3. Doing business at Busworld India.

"Busworld India is therefore a unique opportunity to measure the progress which has been made in this very important market and to find opportunities for new business. I look forward to welcoming all our exhibitors and visitors to Busworld India."

In this edition of the Newsletter, we look at some of the exhibitors who will be at Busworld India.



indian market

STATISTICS

India is a massive country. It consists of 32 states and has extensive coastlines on the Indian Ocean, Arabian Sea and Bay of Bengal. The population is around 1.2 billion and is forecast to continue growing. There are 16 indigenous languages. English is widely used in Government circles and in business. Legal and accounting systems are to Western standards.

Around 800,000 new cars are being registered each year. Car ownership is reckoned to be around one car per 80 people. That means that a very high percentage of the population has to rely on public transport, especially buses. It is estimated that there are around 700,000 buses and coaches in service, which equates to just one vehicle per 1,700 people. That gives India a lower level of bus penetration per 1,000 people than any of the world's other large countries.

Since the start of this century, India's economic growth has been dynamic. It is estimated to be around 7-8% per annum. India rode out the global financial crisis remarkably well.

The Government has been concerned about the average age profiles of many of the buses in service, and their poor condition. Only a very small percentage were accessible to passengers with disabilities.

The Government introduced the Jawahar Lal Nehru National Urban Renewal Mission which provided funds to enable the purchase of 15,000 buses for operation in 68 cities throughout India. Of those, 51 had a population of more than one million. The buses had to have floor heights no more than two steps above the ground, but there was a preference for one step layouts. Other required features were destination equipment, passenger information systems, GPS and multiplex wiring.

The funding benefited both the manufacturing and the operating industries. The Government has talked about other initiatives, including modernisation of the elderly fleets of the State Transport Corporations which account for around 40% of all the buses in circulation in India. There has even been talk of imposing a maximum age limit of eight years. If that was to happen, it would need to be phased in over a period, but it really would be boom time for the manufacturers and suppliers, and of tremendous benefit to the travelling public.



1. A typical standard Indian bus, by ACGL.
2. India is the world's second largest bus market.
3. Many old buses are still running in India.

busworld asia

NEW VENUE

Time flies. It was in 2000 that the first Busworld Asia exhibition was held in Shanghai. It was so successful that Busworld Asia has become the only exhibition in the Busworld programme to be held annually.

The 11th edition of Busworld Asia will be held from 30 March to 1 April 2011 in a new venue. It will be located in SAEC, a modern exhibition centre which is situated in the Auto Park of Shanghai International Automobile City.

Busworld Asia 2011 has grown to become a key meeting place for decision makers in the bus business and is now the trend setting show in China presenting the products of major international bus manufacturers and suppliers of components and services to the industry.

The Automobile City has six separate research and development centres, four manufacturing areas for accessories, 13 college camp sectors and the SAEC which is a multi-functional base for manufacturing, trade, exhibitions, sports, travel and more.

Immediately prior to Busworld Asia, there will be the popular Asian Coach Week, where teams of technical experts from China and Europe will conduct a series of tests on the latest Chinese buses and coaches.

There will be much more news about Busworld Asia in the next edition of the Newsletter.

indian visit TO CHINA

For the annual Busworld Asia exhibition in Shanghai, Busworld's local partner is VNU Exhibitions.

They consulted with public transport purchasing managers from a number of different countries at the Sixth Annual Meeting of the

UITP Asia Pacific Region. VNU then organised the first ever visit by a public transport purchasing delegation from India to Shanghai last November.

The Indian delegation visited Shenlong Bus and Sunwin Bus, both companies with factories in the Shanghai area. Shenlong builds a range of attractive coaches while Sunwin builds city buses with the choice of diesel or all-electric power.

The delegates came from various Indian cities, including New Delhi and Mumbai. In recent years, the Indian transport market has begun to liberalise and open up to Chinese trade and investment. The delegation hoped that Chinese produced buses would be able to augment the needs of Indian bus fleets. Some Chinese buses had been imported already in knocked down kit form and there may well be further opportunities for collaboration between the two largest bus markets in the world.

KHIRA MOTORS

Khira Motors is a division of Jayanand Khira & Co which was founded in 1949 and has more than 60 years experience in automotive bodybuilding.

The company is based in Pune, a major centre for vehicle manufacturing and associated



A light coach bodied by Khira Motors.



A local bus bodied by Khira Motors

industries. Khira makes an extensive range of bodywork, including city buses, coaches and

midibuses, also a wide selection of specialised structures for vans and trucks.

SUTLEJ TEAMS WITH MERCEDES-BENZ

Sutlej Motors Ltd is one of the best-known bodybuilders in India and is based in Jalandhar, Punjab.

Sutlej can trace its history back to 1935 and the manufacture of bullock carts. Since that time, it has made tremendous progress, and was one of the first Indian manufacturers to launch an integral coach, back in 1993. The company now offers an extensive range of school buses, minicoaches, luxury coaches of various deck heights, including double deck, and specialised buses for use on airport aprons.

In the autumn of 2007, Sutlej Motors and Mercedes-Benz entered into an agreement to develop, produce, sell and support a new range of luxury coaches built on the popular Mercedes-Benz OC500 chassis, imported from Brazil in knocked down condition.

The first joint models were launched one year later, and pre-production coaches were then handed over to a small number of selected

customers. Mercedes-Benz engineers wanted to check very carefully that the vehicles were entirely suitable for Indian conditions and to make arrangements for establishing a service support network, including trained technicians.

Subsequently, a longer tri-axle coach was added to the joint range and an interurban-commuter coach was also developed.



Sutlej and Mercedes-Benz are collaborating on luxury coaches

WIDE RANGE FROM ACGL

Goa is a very small but scenic state on the Arabian Sea, south of Mumbai. The Automobile Corporation of Goa Ltd was the first major engineering business to be established in Goa.

It was a joint venture, founded in 1980, by Tata Motors, the former Economic Development Corporation of Goa and Daman & Diu. In 1982, it started supplying pressings and assemblies to the Tata Motors factory in Pune.

ACGL entered a collaboration agreement with Fuji Heavy Industries of Japan in 1987 to build a range of bodywork for mounting on chassis. A further agreement was made with FHI for integral vehicles in 1995.

Tata still holds a substantial shareholding in ACGL, which builds many bodies on Tata chassis for export markets.

More recently, Tata acquired a minority shareholding in Hispano, the Spanish coachbuilder, subsequently increasing its stake to 100%. Towards the end of 2008, ACGL started to build the bodies for a new range of Tata-Hispano



A luxury bus body by ACGL.



A low floor city bus bodied by ACGL.

luxury coaches, under the brand of Globus. The factory also builds low entry and semi-low

floor city buses on Tata chassis and has capacity for more than 8,000 bodies per annum.

IRIZAR TVS EXPANDS

Irizar formed a joint venture in 2001 with Ashok Leyland and TV Sundram Iyengar & Sons Ltd (TVS) to build interurban and luxury coaches at two factories in Viralimalai and Pudukkottai in the state of Tamil Nadu in southern India.

Irizar is the largest independent builder of interurban and luxury coach bodywork in Europe and has manufacturing facilities in Brazil, China, Mexico, Morocco and South Africa.

Ashok Leyland is one of the top five bus producers in the world, making a wide range of chassis and also some complete vehicles. It has around 400 service points in India and is active in 40 export markets.

TVS celebrates its centenary in 2011 and is an important distribution and service company in India, with major activities in the automotive industry on vehicles and components. It has around 125 sales offices and 100 service centres throughout India.

Irizar has transferred technology to the joint venture, enabling it to build products adapted for Indian and neighbouring markets. Irizar places strong emphasis on product quality and employee skills.

In February 2010, a new factory was inaugurated in Viralimalai, raising capacity to a total of 2,200 buses and coaches per annum. The joint investment was equivalent to EUR8 million and has a covered area of 20,000sq m.

The inauguration of the factory coincided with the launch of the new iTO9 high end luxury coach which was described as a significant advance compared to previous models made by the joint venture company. There is increasing demand for well-appointed coaches for long distance express services on India's expanding highway network.



The global launch of the new Irizar i6 in Madrid.

JCBL & CERITA MOTORS

JCBL was incorporated in 1989 in Chandigarh to build a wide range of bodywork for mounting on chassis made by Swaraj Mazda. Most of these were light vehicles around 3.5-4.5 tonnes gross.

In 2001, JCBL signed a technology transfer agreement with Xiamen King Long United Automotive Co of China to build luxury integral coaches, from 7.3 to 11.3 metres long. New facilities were built for this project, and structures were initially supplied in kit form from China.

JCBL formed a new company in 2007, Cerita Motors, to produce integral coaches for the heavy duty luxury coach segment of the Indian market. They used Cummins engines and ZF gearboxes. The range was later extended to

include city buses. One of the most important orders came from BEST, the Mumbai operator, for 200 low entry city buses with Cummins Westport CNG engines.



A Spirit coach from JCBL.



A gas fuelled Cerita low floor bus built with King Long Technology.

PHILIPPE LEFEBVRE JOINS BUSWORLD

Philippe Lefebvre has joined Busworld as Communication and Marketing Manager. He has had extensive experience in tourism, and was latterly Marketing Director for the West Flemish Tourist Board, based in Bruges. His experience included the development of inbound tourism to the region, working directly with coach operators and travel agencies. This brought him into regular contact with tour organisers in neighbouring countries, including France, Germany and the United Kingdom. Philippe will take responsibility for international communication for Busworld, with the



trade press and other media, and also the marketing of Busworld exhibitions worldwide. He is fluent in Dutch, French, English and German and is looking forward to his first Busworld exhibition, in Mumbai next month. He is also already aware that he has only nine months to prepare for Busworld Kortrijk!!

CORONA BUILDS INTEGRAL COACHES

Corona Bus Manufacturers (P) Limited Pune was established to manufacture luxury integral coaches. The design and development team spent considerable time in Europe studying integral vehicles, then produced a range of coaches to meet the tough and varied conditions of roads in India. They set targets of high standards in safety, comfort, reliability and economy.

The Corona Prestige XL is a high deck coach with under floor luggage space, available with the option of air conditioning and various seating layouts. The Corona Majestik is a sleeper coach with 20 bunks for overnight travel. Mechanical features on both models include Cummins engines, independent front suspension and full air suspension.

SEASON'S GREETINGS

Busworld wishes all its partners, exhibitors, visitors and media friends the Compliments of the Season and a Happy and Prosperous New Year.