



new venue for busworld asia

FROM THE DRIVING SEAT



Busworld Asia is the only Busworld exhibition to be held every year. That is largely because of the size and importance of the Chinese market and its manufacturing industry.

The eleventh edition will be held from 30 March to 1 April in the Shanghai Automotive Exhibition Center. This new facility is a joint investment by Shanghai World Expo Group and Shanghai International Automobile City Development Co Ltd.

It has a total floor space of over 60,000sq m, of which half is for exhibitions and the remainder

for conferences, offices and other supporting facilities. It is the first modern facility in China designed and constructed specifically for the characteristics of the automotive industry.

The Exhibition Center is an integral part of the Shanghai International Automobile City, an important project realised by the municipal Government of Shanghai in the 10th Five Year

Plan. It is a comprehensive automotive production base on the western outskirts of the city and one of the four major modern industrial bases around Shanghai. It complements a micro-electronic industrial base to the east of Shanghai, a petro-chemical industrial base in the south and the high-grade iron and steel production base in the north of the city.

Patrick Van Impe, Secretary General of Busworld, commented: "It is a measure of how rapidly China and Shanghai are developing. When the first Busworld Asia was held, the exhibition centre at Pudong was practically new. It has been the home of Busworld Asia for the last ten years, and has served us well, but we are looking forward to the new facilities. I very much hope that an exhibition centre designed specifically for the automotive industry will prove a major attraction to exhibitors and visitors alike."

More information on www.busworld.org

1. The main entrance to the new exhibition center.
2. An interior view of the new facilities.
3. Modern styling at the new Shanghai Automotive Exhibition Center.



getting ready for busworld

ASIA

China is the largest market for new buses and coaches in the world by a long shot.

This newsletter closed for publication just as the Chinese took their New Year holiday, at the start of the Year of the Rabbit. Therefore it was not possible to obtain final year end registration volumes for 2010.

However, industry observers were predicting around 55,000 complete buses and coaches, plus around 8,000 chassis orders over 10.0 metres long. In the important medium sized bus sector, from 7-10.0 metres long, there were forecasts of around 55,000 complete vehicles, and a further 30,000 chassis orders. In addition, we can expect the light bus and coach sector, under 7.0 metres long, to pass 200,000 in number.

In mid December, Yutong announced that, for the first time, it had built more than 40,000 units in a single year. That will make the company the largest manufacturer in the world, certainly in unit terms, but probably not in terms of value.

Traditionally, many Chinese companies leave it until only a few weeks before Busworld Asia to confirm their bookings, so we expect to be

able to tell you more in the next newsletter about some of the new products that will be presented.

Over the last 10-15 years the pace of development in design and production of buses and coaches in China has been rapid. Major Chinese cities now require Euro 4 engine emission standards, but Beijing has purchased the first fleet of buses with Euro 5 engines. These are the first in China, apart from the Special Administrative Region of Hong Kong, which introduced Euro 5 concurrently with Europe.

China is also investing heavily in alternative fuels and drive systems. Compressed natural gas is popular in a number of cities and there are also relatively small numbers of buses fuelled by liquefied natural gas.

Manufacturers have also unveiled quite a variety of hybrid buses and are also turning their attention to vehicles powered solely by electricity. One of the most ingenious systems is at work in Shanghai. At each major bus stop, there is an overhead charging point. When a bus stops to let passengers on and off, a pantograph on the roof rises up to make contact with the charging point, receiving a rapid boost of electricity. This process is repeated at

every stop, enabling the bus to operate all day on totally emission-free electric power.

Two major events helped to stimulate the demand for alternative energy. The first was the Olympic Games in Beijing in the summer of 2008 and the second the World Expo in Shanghai last summer. Services within the Expo grounds were operated by all-electric vehicles.

Several Chinese manufacturers have also invested in the development of fuel cell hybrid buses. Research is often carried out in conjunction with technical universities and the electrical industry.

There is also large scale research and development into batteries, especially lithium-ion, and super capacitors. The pace of development shows no sign of slowing down and we expect some of these latest developments to be on display at Busworld Asia 2011.

More information:
www.busworldasia.com/english/

1. Busworld Asia attracts many visitors
2. A Higer super high deck coach
3. A stylish Higer over-deck coach on a Scania chassis
4. DAF Paccar is a regular exhibitor at Busworld Asia



busworld india

SUCCESS



1.



2.



3.



4.

The fourth edition of Busworld India was held in Mumbai from 10 to 12 January. There were around 100 exhibitors, which was more than in previous years. Seven of the leading Indian bus and coach body manufacturers were present.

They were ACGL, in which the Tata Group has a large shareholding; Irizar TVS – Ashok Leyland; SML Isuzu, formerly Swaraj Mazda Ltd; Mercedes-Benz with Sutej Motors; MG Group, Khira and Starline.

European visitors to Busworld India remarked that the standards of comfort and safety, and the quality of finishing, had greatly improved on vehicles made in India. To some extent, this

has come about through collaboration with Western European manufacturers, notably Irizar, Mercedes-Benz and Tata Hispano. Among the safety features, for the first time at Busworld India, there were fire extinguisher systems for the engine compartment.

Mr Gurudas Kamat, Minister of IT & Communications in the Government of India, was among the distinguished guests. He observed that, in India, buses account for almost 90% of public transport. He also said that India was the second largest market in the world for buses and coaches, with more than 50,000 registrations per annum above 12 tonnes gross.

The Indian economy has largely recovered from the global financial crisis. The Government stimulated demand for new buses by releasing funds as part of the Jawaharlar Nehru National Urban Renewal Mission scheme. Those funds facilitated the purchase of 15,000 buses for use in 68 cities. Among the conditions attached to the funding was

the requirement for lower floors, passenger information systems and electronic destination equipment.

Another trend is the use of compressed natural gas as a fuel in a number of cities. It has been standard in Delhi for several years, but is becoming steadily more widespread. Gas engines make a significant contribution to cutting pollution in crowded city centres.

Many of the exhibitors and visitors who came to Busworld India were very pleased with the event. After four editions Busworld India has become established in the country as the leading specialist exhibition dedicated to bus and coach professionals.

1. The Opening Ceremony.
2. A Mercedes-Benz coach, bodied by Sutej.
3. A product of the joint venture between Ashok Leyland, Irizar and TVS Sundaram.
4. A neat little midicoach by Khira Motors.

asian coach week awards

MODIFIED

On 20 December last year, Busworld's partner in China, VNU Exhibitions Co, held a news conference in Beijing.

Ms Isabel Hu, a Director of VNU Exhibitions, announced several new judging parameters for the Asian Coach Week, an annual award evaluation and selection ceremony organised by BAAV, the parent of Busworld.

Asian Coach Week has become recognised as the highest level of award for the Chinese bus and coach industry, having become well established over previous years.

The aim of Asian Coach Week is to stimulate greater innovation through the utilisation of international standards and measurements in Asian buses and coaches. Isabel Hu said that the judging parameters for awards will be divided into two categories, one vehicle related and the other company related. The award evaluation theme this year will be focused on the e-bus, alternative energies and environmental friendliness.

Entry to the awards evaluation will be limited to one vehicle per category per manufacturer and there will be the following awards:

Innovation Award – passenger buses:
bus or mid to small sized coach.

Innovation Award – public transportation:
mid to small sized public transit or BRT vehicles.

Environment Award – passenger buses:
bus or mid to small sized coach.

Environment Award – public transportation:
mid to small sized public transport or BRT vehicles.

Safety Award – passenger buses:
mid to small sized passenger coach.

Safety Award – public transportation:
mid to small sized public transport or BRT vehicles.

Comfort Award – passenger buses:
mid to small sized coach.



Comfort Award – public transportation:
mid to small sized public transport or BRT vehicles.

For the first time, there will be two new BAAV Theme Awards. One will be for the best e-bus or alternative energy vehicles. The second will be a Special Jury Award, based on research and analysis of the international judging panel.

Finally, there will be two Grand BAAV Company Awards, one for the Passenger Bus Manufacturer of the Year and the other for the Public Transport Manufacturer of the Year. Judging will be carried out by a panel of Chinese and European and other experts, headed by Mark D'Eigens, Chairman of Asian Coach Week. Vehicles will be assessed and awards will be presented on the eve of the opening of Busworld Asia.

For the first time, one of the European judges, Hans Kuipers, will travel to China before the judging to undertake thorough and comprehensive visits to the factories of Chinese manufacturers taking part in Asian Coach Week. He will talk to the manufacturers about their products and will ensure the accuracy of model information. Manufacturers will be able to have discussions with Hans Kuipers so that they fully understand European and other international regulations.

To participate in Asian Coach Week, please visit: www.busworldasia.com



1. Zhongtong entered this stylish coach last year.
2. A Zhongtong hybrid city bus.
3. A Yutong fuel cell hybrid bus.
4. A Yutong coach with deep glazing for city sightseeing.
5. TEG offers both parallel and hybrid drive systems.
6. A low entry city bus from Youngman.
7. A coach for export markets built by Bonluck.

indian bus code

DELAYED

A number of conferences were held during Busworld India. One of the most important was chaired by Mr Shri Balraj Bhanot, the driving force behind the drafting and introduction of India's Bus Code. His conference focused on safety, particularly important topics like the application of retarders, and automatic doors for city buses.

The Bus Code was originally introduced at a conference during the first Busworld India. The Government was concerned about the numbers of people killed and seriously injured

with buses frequently attracted media attention because of the numbers of passengers involved.

The Bus Code was based broadly on the European Bus Directive and set out the necessary dimensions for all the parts of a bus that passengers use, such as door apertures, step width and height, gangway width and height, seat spacing, seat anchorage, and so on. It also introduced an obligation for bodybuilders to be certified for Conformity of Production.

At the time of its introduction, there was concern that the Bus Code was an impossible hurdle for the thousands of small bodybuilders throughout India. They worked not only on new chassis, but also on rebodging older units.

Mr Bhanot and the authorities believed that the Bus Code was essential to raise construction and safety standards in the Indian industry. They were also aware of concerns that thousands of people could be put out of work. Therefore they agreed that a reasonable time should be allowed, before introduction of the Bus Code, in order that bodybuilders

The Bus Code was due for implementation in April, but it has been delayed by political wrangling. It has become clear that thousands of small bodybuilders cannot or will not be able to comply, raising fears of large-scale unemployment.

Many of the small private bus operators are also concerned about the implications of the Bus Code. There is widespread rebodging of older chassis but passengers are delighted to think that they are travelling in a new vehicle, and that raises the image of the operator. Passengers are unaware of the age of the chassis!

It is now hoped that the Bus Code will be enforced in the autumn of this year. It is an essential measure to improve standards of comfort and safety for drivers, passengers and other road users.



each year on India's roads. Many accidents were caused by vehicles which were in a dangerous condition, and by other problems such as bad driving and overloading. Accidents

could come up to the required standards. In some cases, groups of bodybuilders banded together to pool their assets and expertise so that they could comply.

1. Even quite modern city buses do not have entrance doors.
2. A typical double deck bus in Mumbai.
3. India relies heavily on buses for public transport.

smart move

NEWS



The International Road Transport Union (IRU) and Busworld continue to promote safe, green, efficient, user-friendly and affordable bus and coach transport.

The aim of the campaign is to double the number of journeys made by buses and

coaches by 2025, thus making significant contributions to reductions in congestion and pollution, especially in urban centres. In recent months, EU Transport Ministers have endorsed Smart Move objectives while discussing ways of achieving efficient, safe and sustainable road transport for the future.

The campaign has also crossed the Atlantic, working with the Brazilian Bus and Coach As-

sociation (ABRATI) and the Mexican Chamber of Passenger and Tourism Road Transport (CANAPAT).

Smart Move was launched in India during Busworld in Mumbai, taking its very important message to the sub-continent.

You can keep up with all the news from Smart Move on www.busworld.org or at info@busandcoach.travel

HIGH CAPACITY AT MG GROUP

One of the major exhibitors at Busworld India, for the first time, was MG Group. It was founded in 1980 by Mr Mohan Kamat. The first bus bodybuilding plant, MG Motors, was established in 1996 at Zaheerabad, Andhra Pradesh, and builds a wide range of luxury and executive bodies, also more simple staff and school buses.

The factory collaborates principally with Mahindra Navistar Automotive and Ashok Leyland. It also supplies its State Road Transport Corporation and private customers.

A second factory, Alma Motors, was opened in 2004 in Belgaum, Karnataka, building bodywork on chassis supplied by Ashok Leyland, Eicher Motors and Force Motors for retail customers and export markets. The group also builds special vehicles for the armed forces, ambulances and other customised models. The two factories have capacity for more than 14,000 bus bodies per annum and have worked closely with Ashok Leyland to supply vehicles to State Transport Undertakings in Kerala, West Bengal, Gujarat and other provinces.

EUROPEAN OPTIMISM RETURNING

Data on the registrations of new buses and coaches in 2010 has now become available for all the main markets in Europe. The manufacturing industry suffered nothing like so badly as trucks in the global financial crisis, partly because of longer order lead times and the financial stability of public sector customers.

Although trends vary from market to market, overall trends in city, suburban and interurban buses were down by around 5%. Some markets fell more steeply, but on the other hand there was significant investment in new vehicles in Norway and Sweden.

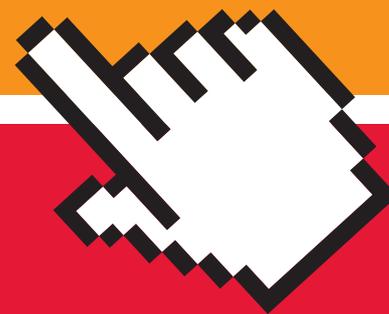
Coach registrations fell more steeply, par-

ticularly those of top end luxury models. Many of them are purchased by smaller businesses, often family owned. They were naturally cautious during the crisis, and it was also more difficult to obtain finance.

There are clear signs now that most markets are recovering and registrations of new vehicles in 2011 are likely to run ahead of last year. Certainly, the optimism is reflected in demand for Busworld Kortrijk. Mieke Glorieux, Director of Busworld Kortrijk, reports that bookings are running at a very high level and that space will be at a premium. It may be a headache for Mieke, but it is a further positive sign of optimism returning to the industry.

REGISTER ONLINE

More than 20,000 visitors are expected at the 11th edition of Busworld Asia. Please visit the official website at www.busworldasia.com to pre-register. Everyone who signs up to a free ticket will enjoy preferential queuing, electronic updates and a copy of Busworld Asia's insider periodical. Early registrants will enjoy matchmaking services, where buyers are matched with complementary business exhibitors.



NEWSLETTER ONLINE

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 philippe.lefebvre@busworld.org.