



busworld

NEWSLETTER



the latest

BUSWORLD KORTRIJK NEWS



Product launches are always a highlight.

On the lake outside the Busworld headquarters in the Kasteel Van Rumbeke in Roeselare, Belgium, there are swans gliding serenely on the moat. They are somehow symbolic of the Busworld team as they prepare for the major exhibition in Kortrijk, running from 21-26 October. They may appear serene on the surface, but they are paddling like hell underneath!

Many tasks have already completed. All the stand spaces have been allocated, but there is a large amount of administration still to be done. The Busworld headquarters will be



Irizar launched the PB integral coach in 2009

closed at the end of Friday 14 October, and the team will then move into the Kortrijk Xpo offices from Monday 17 October.

The whole of the Xpo site will become a hive of activity. Everything must be completed and in place for the official opening on the afternoon of Thursday 20 October. Thereafter many daily events have to be organised, also arrangements for visits by VIP's, and conferences.

Mieke Glorieux, Director of Busworld Kortrijk, says that, despite the additional 4,000 sq/m of exhibition space, Busworld Kortrijk is fully booked out. Inside the newsletter, there is a floor plan and a list of exhibitors.

Two years ago, a large area of fully serviced hard standing was laid down in front of the former main entrance to the exhibition halls. A very large tented pavilion was erected on this site, given a welcome additional 8,000 sq/m of exhibition space.

For this latest edition of Busworld, that area has been extended by a further 4,000 sq/m, to be covered by two tented pavilions. Hall 8 will be adjacent to the other halls in the Xpo. A new hall 9, parallel to it, will be closer to the main road into Kortrijk.

Mieke summarised other improvements. "We have made changes to the entrance arrange-



Mieke Glorieux

ments for this edition of the Busworld. We will keep the previous south entrance beneath the new administrative offices of Kortrijk Xpo, giving direct access to the Rambla. There will also



A well-appointed midi coach from Otokar.



The coveted «Coach of the Year» award is handed over at Busworld Kortrijk.

be a new north entrance at hall 9, facing the road to the centre of Kortrijk. All shuttle buses will stop at this entrance, which will give welcome additional footfall to exhibitors in that hall.

“Kortrijk Xpo has also provided further car parking spaces adjacent to the exhibition halls, but we will continue to use overspill parking areas with shuttle buses.”

Mieke also had a word of friendly advice for exhibitors. “We know that many of you want to invite customers and friends. Everyone is very welcome, but we strongly recommend that you encourage your clients to register in advance. Queues can build up at the entrances at busy periods, so advance registration is in everyone’s interest. We want to see lots of happy smiling faces in Busworld Kortrijk!”

THE 7th EUROPEAN BUS AND COACH FORUM

This forum, jointly organised by the International Road Transport Union (IRTU), the Belgium Federation of Bus and Coach Operators (FBAA), the European Travel Agents and Tour Operator’s Associations (ECTAA), and the European Tour Operator’s Association (ETOA), will take place on 20 October in Busworld Kortrijk.

Leading representatives from the EU transport policy and business sphere will discuss best policy and operational practices to promote green travel and tourism by bus and coach. Around 200 business leaders and EU institution officials are expected to attend, including EC Vice President and former Transport Commissioner, Antonio Tajani, and the Vice President of the European Parliament, Isabelle Durant.

Vice President of the IRU Passenger Transport Council and Deputy Managing Director of FBAA, Yves Mannaerts, said, “Only by raising awareness and placing buses and coaches at the heart of transport policies to double their



The forum will promote green travel.

use within the next decade can policy-makers at EU, national and local level create a legislative, market and operational environment conducive to shift people’s mobility behaviour to this more sustainable transport means, and thus meet ambitious objectives in terms of safe, green, efficient, and socially inclusive

mobility for all European citizens on short and long distances alike, at the lowest costs for society.”

More info:
<http://www.busworld.org/events>

sustainable mobility IS ON THE AGENDA



Mercedes-Benz CapaCity buses in Istanbul.



A Hess bi-articulated trolleybus in Zurich.



The first Van Hool hybrid bus in France.

One of the most important themes at Busworld Kortrijk, to be held from 21-26 October, will be sustainable mobility. It is a subject which is becoming more and more important in the minds of manufacturers, suppliers, operators and their customers.

The population of the world continues to grow. More and more people are living in urban areas. In countries like India and China, millions are moving each year from the countryside to the cities. Fossil fuels are becoming more expensive and their prices are regularly rising. It would be too dramatic to say that they are running out, but many of the more readily available reserves are in countries which can be volatile. Just think of Libya.

While exploration is continuing in more remote areas, and in deeper waters, it is inevitable that oil will become much more expensive in the years ahead.

That puts real pressure on society. Mobility is increasing worldwide, particularly in Asia and Eastern Europe. People need to travel, for work, education, leisure and social reasons.

Greater mobility runs the risks of more pollutants and emissions, with greater consumption of scarce natural resources. As the price of oil rises, people will have to become selective about using their car.

In the developed world, there is already concern about pollution levels in major cities. The Department of Transport in the United King-

dom reckons that 85% of the country's commuting and business travel car trips have only one occupant. In London, cars amount for more than half of all carbon emissions.

Buses can play a major part in providing mobility for all at remarkably low capital and operating costs. They can carry passengers quickly and economically, at a fraction of the carbon footprint per kilometre compared with private cars. This is a very important factor when one considers the progressively more strict limits imposed by the European Union on emissions in urban centres.

It will need political will, innovation and investment to make bus travel more attractive and to win over more car users. One target should be to make the journey time from home to work as quick as with the car. That requires facilities like dedicated bus lanes and priority at junctions. Real time information at bus stops also helps to make services more attractive. Park-and-ride facilities on the edges of cities are a benefit to motorists who live out of town.

Bus operators also have to make motorists more aware of the true costs of using cars. Most of them think only of the cost of the fuel that they use. They fail to take into account depreciation, taxation, insurance, repairs and maintenance, and above all, the cost of parking in city centres. Multi-journey tickets and smart cards make journeys faster, because passengers can get on and off buses more quickly. Innovative marketing can help, offering house-holders near a route a free sample journey.

One of the challenges of sustainable mobility is to make each litre of fuel travel further. Bus operators are not helped by the fact that, over the years, legislation has tended to add weight to vehicles, mainly for safety-related reasons. Fully automatic gearboxes are practically standard in city buses. The latest models can

be matched to engines and also to the topography of each route. They can be set so that gear changes are made at the most economical speeds.

One response to sustainable mobility is to use alternative fuels. All-electric vehicles have been around for nearly 100 years, in the form of trolleybuses. The latest vehicles are sophisticated and comfortable. When they slow down or descend hills, the energy used in braking is returned to the overhead lines thus reducing overall current consumption. If the electricity is produced by nuclear or hydro power, they are truly zero emission.

There are strong lobbies in a number of European countries in favour of tram and light rail schemes. Where they are simply extensions to existing networks, they can make economic sense. However, the cost of developing entirely new schemes is out of all proportion. They may be glamorous, but the capital costs are extremely high. In typical projects, cities could replace all their older and more polluting buses, providing much higher standards of service for everyone, for roughly the same price as one new tram route. Sustainable mobility is not a luxury; it is a necessity and it has to be fully supported politically.

More info:
<http://www.busworld.org>



Solaris is a leading supplier of hybrid buses.

green coaches

Research in Europe and the United States has confirmed that travel by coach has the lowest carbon footprint per passenger per kilometre of any form of transport. This has been verified by extensive research carried out by the Union of Concerned Scientists in Cambridge MA in the United States, the land where the car is king.

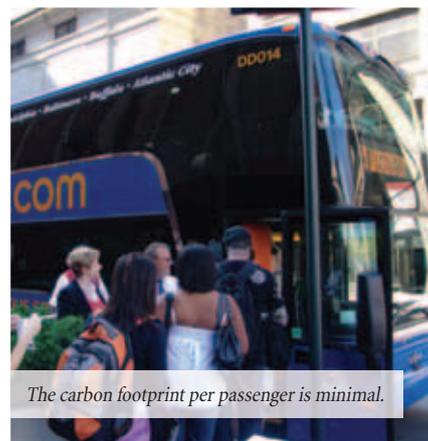
UCS compared motor coaches, trains, economy and first class air travel, typical family cars and typical sport utility vehicles (SUV). They distinguished between economy and first class air travel, because the latter gives each passenger a greater amount of space.

The research looked at solo travellers, couples, and a family of four and the amount of carbon footprint by vehicle and travel distance. The latter covered 100, 250, 500, 750, 1000, 1500 and 2500 miles. In every single case, the lowest carbon footprint was for the coach, and the highest was for the SUV.

It is perhaps therefore not surprising that intercity coach travel has become very popular in the United States, especially in the more crowded north east region.

The fastest expanding network is that of megabus.com, a subsidiary of the Stagecoach Group which has its headquarters in Perth, Scotland. The vast majority of their services are run by 81-seat double deck coaches, built by Van Hool in Belgium. The booking system is modelled on low cost airlines, with entry fares as low as one dollar, plus a 50c booking fee. Fares rise, the nearer to the date of departure.

Each of the Van Hool double deck coaches offers air conditioning, reclining seats, free wifi, power outlets and DVD capabilities plus with



The carbon footprint per passenger is minimal.

safety belts, a toilet and access for passengers with disabilities.

Dale Moser, President of megabus.com, has said that each of his new buses has the potential to remove 81 cars from the highway. The double deck coaches are ten times more efficient per passenger per mile than a 737 aircraft, and 25 times more efficient than a single passenger car. The fuel consumption per passenger per mile on the double deck coach is 0.002 per cent of a US gallon, of a 737 0.02, and on a single passenger car 0.05.

Megabus.com is a very good example of sustainable mobility. The vehicles operate from city centre to city centre, avoiding the hassle of travelling out of town to airports, and the inevitable delays of security checks. Seats are guaranteed and luggage is secure. Research has shown that the rapidly expanding services have attracted passengers who previously travelled by air, by rail, and in their own vehicles. With rising fuel prices, the future of long distance coaching looks very promising.



One of 150 Van Hool double deck coaches with megabus.com in North America.

CARBON EMISSIONS CALCULATOR

The National Express Group operates in a network of express coach services throughout the United Kingdom. Although many routes radiate from London, National Express is also very active on cross-country services, where the rail network is weaker. It has developed a strong brand and has a user-friendly on-line booking system. One of the features is a Carbon Calculator. A passenger can enter the mileage

of his or her journey, say 400 miles. On this route, by using the coach instead of the car, there will be a saving of 54.71kg of CO₂. The calculator, in this example, advises the passenger that the saving is equivalent to boiling 1,013 kettles, or 1,272 hours of television, or powering a house for 80 hours.

As National Express says: "Travel should not cost the earth."



A National Express coach with wheelchair accessibility.

CONGRATULATIONS

Busworld sends its warmest congratulations to two of its most loyal and regular exhibitors. Both celebrated important centenaries this year.

It was in 1911 that Scania built its very first bus, known as the Nordmark. The driver sat behind a front mounted engine, protected only by a tall vertical screen, with open sides between that and the 12-seat passenger compartment. In those days, it was right hand drive, because Sweden did not change its rule of the road until 1968.

Scania developed buses capable of withstanding the harsh winter conditions in Sweden. They soon became popular in overseas markets, with bus production starting in Brazil in 1957. Today, Scania offers a full range of city buses, interurban and luxury coaches.

It was also in 1911, in the southern German city of Ulm, that Karl Kässbohrer built his first bus body on a Swiss Saurer chassis. He went on to build many more bodies on chassis, but is best known for the introduction, in 1951, of the first Setra integral coach, the S8. The name was derived from the German word *selbsttragend*, meaning self-supporting. The integral concept quickly became popular. Over the following 60 years, Setra launched five series of integral coaches, offering a wide range, in various lengths and heights, including double deck.

Busworld look forward to welcoming Scania and Setra again to Busworld Kortrijk.



The first Kassbohrer body dating from 1911.



The very first Scania bus, dating from 1911.



The first integral Setra from 1951.

HOTELS AND SHUTTLES

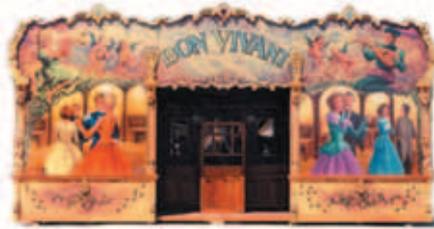
As any regular visitor to Busworld Kortrijk knows very well, finding hotel accommodation can be difficult. Kortrijk is a small city which is not geared for events as large as Busworld, therefore many people find accommodation in nearby towns and cities, including Lille in France.

The Busworld website has been redesigned to help the search for hotel rooms. There are links to tourist information websites for Kortrijk, Ghent, Ostend, Roeselare and Ypres. There is also an on-line reservation service for Bruges where you can select from various categories of hotels. To find out more, go on line at www.busworld.org/visitors/hotels.

Once again, Busworld will be organising shuttle buses for exhibitors and visitors from Bruges, Lille and Ypres. There will also be morning and evening services to and from Kortrijk station. Also, if there is sufficient demand, services will be provided to and from Ostend.

More info:

<http://www.busworld.org/visitors/hotels>



MIRROR PALACE

After a busy day in Busworld, exhibitors and their guests deserve to relax. It is important to have a focal point to socialise and enjoy a drink, especially with Belgium's reputation for excellent beers. This will be a great place to come with customers and suppliers, or just to meet and make friends in the industry.

Busworld is creating a Mirror Palace in Schouwburgplein which is right in the middle of Kortrijk. A special Busworld Champagne bar will be opened. We are also working on a good variety programme with music and dancers to guarantee that each evening will be special.

Busworld has also reached an agreement with 18 restaurants to keep their kitchens open later than normal, until 22.30-23.00. These restaurants, between them, provide everything from a snack to haute cuisine, with a wide range of Belgian and international food. A shuttle service will connect all these restaurants with the Mirror Palace.

More info:

<http://www.busworld.org/visitors/nightlife>

SEND US YOUR NEWS

We plan to run a further issue of the Newsletter, towards the end of September, in good time for Busworld Kortrijk. We are offering exhibitors the opportunity to include, free of charge, news of new products, services and other innovations which will be on display in Busworld.

If you would like to tell us what you are planning, please send us your news, including photographs or art work, and be sure to advise us of any embargo date.

Please contact

philippe.lefebvre@busworld.org



Please tell us about your new products.



Busworld is famous for product premieres.

EUROPEAN COACH WEEK

A very popular event, immediately preceding Busworld Kortrijk, is the European Coach Week. All exhibitors who are attending the fair are entitled to enter vehicles in the European Coach Week. It consists of a series of contests, including practical on-road driving, to assess vehicles on many important features, including ride and handling, driver and passenger safety, facilities for couriers, indeed, all the factors which contribute to making a journey comfortable and enjoyable.

Vehicles are assessed by teams of judges, each a specialist in his or her own field. European Coach Week gives manufacturers, sup-



pliers, operators and trade journalists the opportunity to meet and discuss the latest innovations in the industry.

If you want to participate in European Coach Week, please contact sonja.vandewiele@busworld.org.



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NEWSLETTER ONLINE



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Please make your request to philippe.lefebvre@busworld.org.