



Strong demand FOR BUSWORLD KORTRIJK

In little more than one year's time, the next edition of Busworld Europe will take place in the Kortrijk Xpo. Following one press day, the fair will run from Friday 16 to Wednesday 21 October.



Irizar is successfully selling its own integral range.



The launch of the Euro VI Citaro at the last Busworld Kortrijk.



A low entry minibus by VDL on a Sprinter platform.



Iveco has launched the articulated Urbanway.

As the foremost international exhibition for the bus and coach industry, Busworld Kortrijk has become more and more popular. Mieke Glorieux, Director of Busworld Kortrijk, says many regular exhibitors tell her and her team, towards the end of each edition, that they will be attending again in two years time. Many have confirmed their bookings for next year, and it

looks, once again, as if Busworld Kortrijk will be a complete sell-out.

In addition to the permanent halls at Kortrijk Xpo two large temporary pavilions will be erected on hard standing in front of the Xpo, adjacent to the main road into Kortrijk. Last year, Halls 8 and 9 were well connected to the

other halls and footfall greatly increased, thanks to having one of the main entrances at one end of Hall 9, close to the main road.

Log on to www.busworld.org and you will find a map of the complete layout of the halls. There is additional adjacent space outside that can be used to park demonstration vehicles. Some

are regularly made available for demonstration driving.

Demand for space at Busworld Kortrijk next year will be even greater, because manufacturers are more confident that the majority of markets are strengthening. Global demand for buses and coaches, over 8.0 tonnes gross, is likely to rise by 10-12% over the next three to four years. We could well see registrations rising to 340-350,000 per annum by 2017 (excluding North American school buses).

In the European Union, the change from Euro V to Euro VI engines caused some disruption. A substantial number of customers bought vehicles with Euro V engines while they were still available, partly because of fears that Euro VI engines would be more complicated and have adverse fuel consumption.

In fact, as it has turned out, those fears have proved unfounded. Euro VI engines have proved to be more economical so that the slightly higher initial price is soon recovered by savings in fuel consumption, especially on vehicles running high annual mileages. After the payback period, those benefits will last the lifetime of the vehicle. Furthermore, Euro VI engines are noticeably more quiet than their predecessors.

In Europe, and in several other parts of the world, there are stiff targets to reduce levels of carbon emissions. This will bring pressure to replace many of the oldest and most polluting city buses. The challenge for the industry is that the average bus has a much longer operational life than the average car or truck. This is another argument in favour of Euro VI vehicles, because they will retain higher residual values.

There is also some optimism in the coach industry. There is growth in demand for express inter-city coach services, partly due to dereg-

ulation in Germany. Estimated demand in that country alone could be around 300-350 new coaches per annum, nearly double the demand in the United Kingdom which has enjoyed a deregulated coach market for more than 30 years.

Intercity coach travel is highly competitive on price compared with other forms of transport. Passengers like the fact that they have guaranteed seating and that their luggage is secure. Many benefit from on-board facilities like free wi-fi and the ability to recharge electronic items.

On many routes, coaches can be competitive with trains on end-to-end journey times and they are free from the hassle of airport queues and security checks. Even on long routes like Berlin to Vienna, coaches compare very well with trains.

Intercity coach travel is even growing rapidly in popularity in North America. We tend to think of gas-guzzling cars, but there is a new younger generation, popularly known as millennials, who may have other material priorities and who are generally more concerned about the environment. Research in the US has shown that intercity coaches have the lowest carbon emissions per passenger per mile of any form of transport. These young people are more environmentally conscious than their elders and there are also many senior citizens who want to keep their mobility.

As always, we can expect plenty of innovation at Busworld Kortrijk. We are bound to see more emphasis on alternative fuels and drive systems, such as hybrid, gas, and all-electric. The best hybrid designs are evolving towards all-electric. Volvo has demonstrated that, by giving a fast charge of electricity at each end of a route, a city bus can operate in all-electric mode for up to 70% of its time. This facilitates silent, emission-free, operation in city centres.



ZF often displays sectioned gearboxes.

Gas is often less expensive than diesel but there is the additional weight penalty of roof-mounted tanks. Recent developments in technology enable gas-fuelled engines to have the performance characteristics of a diesel, but with greater silence.

All-electric vehicles have been around for generations in the shape of trams and trolleybuses. In the environmentally conscious city of Zurich, 85% of the VBZ fleet runs on renewable hydro-electric power. More recently, there has been the development of all-electric vehicles powered by batteries. This technology is advancing quite rapidly, as evidenced by the presence of around 15 all-electric buses at Busworld Kortrijk last year.

Buses and coaches already have a superb safety record with high degrees of protection for passengers and drivers. Even so, European legislators are planning to introduce further safety systems. Some manufacturers can already offer them, either as standard or optional equipment, but we can expect to see many more novelties at Busworld Kortrijk next year.

In parallel, there are many developments in diagnostics, telematics and automated fare collection systems. All of these help to make buses more reliable, providing smoother and faster journeys, with less dwell time at bus stops. For a regular commuter, the cost of bus travel is considerably less than the cost of driving his or her car to and from work each day and parking in city centres. In the United States, a recent survey reckoned that commuting by bus saved USD12,000 per annum on average.

For more information about the next Busworld Kortrijk, visit the Busworld website. We will also keep you regularly updated in future editions of the Newsletter.



A Van Hool all-electric midibus.

The next Busworld India

The sixth edition of Busworld India will be held in the Bombay Convention & Exhibition Centre in Mumbai from 28 to 30 April next year. It is being organised by Busworld and its local partners in India, HK Fairs, and is expected to occupy around twice the floor area of previous editions.

According to the Society of Indian Automobile Manufacturers, around 50,000 buses and coaches are built in India each year. A high percentage of them are supplied to the domestic market. SIAM reckoned that there were 1,667,000 buses in circulation in March 2012. That is only one bus for every 700 people, and the population is demanding more mobility. Levels of car ownership are rising, but is still less than one car for every 50 people. Even so, cars are becoming a major cause of congestion in city centres.

The authorities in India have taken many steps to modernise bus fleets, including the introduction of Bus Rapid Transit systems. The first was introduced in South Delhi about ten years ago. It benefitted buses, pedestrians and cyclists greatly, but caused enormous congestion for motorists.

In a very interesting insight to Indian attitudes, in 2012, an 84-year old activist filed a law suit asking the Delhi High Court to scrap the BRT project because dedicated bus lanes were hindering the progress of car users who were generally wealth creators, such as directors and managers!

The Court rejected the action. The judges said: "The issue is not a debate between a car and a bus or an individual car user and an individual bus user. The issue is large: one of urban transport policy". One judge made an interesting observation: "These wealth creators would like to live in a developed country. A developed country is not one where the poor own cars. It is one where the rich use public transport!"



Very high import duties on fully built-up vehicles protect the domestic industry and there are even tariffs on components. As India has demanded more sophisticated buses and coaches, this has opened up the vast market to leading European component suppliers, either through subsidiary companies or in joint ventures.

Similarly, vehicle manufacturers from other parts of the world have set up subsidiaries in India. Volvo was the first major European player to open for business in India, with long distance coaches and low entry city and suburban buses. Mercedes-Benz is building coaches in collaboration with Suttej Motors, a well-known Indian builder, and is now constructing a factory to make city buses. These will have aluminium-framed bodywork designed and developed by Wrightbus in Northern Ireland. Scania is entering the coach market, using a design developed for India by Gemilang of Malaysia.

Marcopolo and Irizar, two of the largest and best-known bodybuilders in the world, have joint ventures in India, having developed vehicles specifically for Indian conditions. All these activities open up opportunities for further technology transfer and collaboration for the component industry.

Busworld India is a major showcase for this most promising market with its westernised accounting and legal systems. It is well worth exhibiting at this much larger Busworld India or, at the least, attending at a time of the year when the local climate is very pleasant.

India has adopted European emission standards, known as Bharat Standards, in similar stages, but several years behind Europe. Vehicles operating in eleven major cities have been required to meet a standard one higher than all other vehicles in India. BS IV has been mandatory in the major cities since April 2011, with BS III applying elsewhere. One of the constraints on progress is the high cost of upgrading refineries to produce sufficient ultra low sulphur diesel.

In Delhi, it has been a legal requirement since 2002 that all city buses run on compressed natural gas. Older vehicles were converted from diesel power but that was relatively simple because the tanks were located under their high floors. Subsequently, several other cities have opted for compressed natural gas, with the active encouragement of the Government.

The Automotive Research Association of India was charged by the Government with introducing legislation to raise manufacturing and safety standards on buses and coaches in India. They drafted legislation that was broadly based on the European Bus Directive of 2001. It now applies to all vehicles of 5 tonnes gross and above. Manufacturers of complete vehicles and those building bodywork have to obtain Type Approval and Certificates of Conformity of Production.

The Government has encouraged the development of buses with lower floors, making entry and exit easier for passengers. This has often been done with the benefit of stimulus funding for fleet modernisation. Although there are very few vehicles with a large part of their floors only one step above the ground, there are now quite a few with two-step arrangements.



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india

CUTTING CO² EMISSIONS

Many people in the industry thought that legislators in Europe had reached the limit on cutting emissions from engines with the introduction of Euro VI standards. There were the same thoughts in North America and Japan where their latest limits are broadly similar.

However, the European Commission is planning to take action to further reduce carbon dioxide emissions from heavy-duty vehicles (HDV's). Those are trucks, buses and coaches. Without action, HDV emissions in 2030-2050 are projected to remain close to current unsustainable levels.



A Turkish Bozankaya trolleybus has zero emissions.

The European Commission reckons that HDV's are responsible for around a quarter of CO² emissions from road transport in the European Union.

Connie Hedegaard, Climate Action Commissioner, said: "We are taking the next steps to

curb emissions from road transport. We first regulated cars and vans, and we can now see the results: emissions have been reduced, air pollution in cities is in decline, and more innovative, fuel-efficient, vehicles are now available to consumers. That is why we turn now to trucks and buses. This strategy outlines new measures which over time will cut CO² emissions of these vehicles, save operators money and make the EU less dependent on imported oil."

The European Commission has developed a computer simulation tool to measure CO² emissions from new vehicles and proposes to introduce legislation which would require CO² emissions from new HDV's to be certified, reported and monitored. This will contribute to a more transparent and competitive market and the adoption of the most energy efficient technologies.

When the legislation is in force, the Commission might consider further measures to curb CO² emissions from HDV's. The most apparent option is to set mandatory limits on average CO² emissions, as is already done for cars and vans. An impact assessment will be made to identify the most cost-effective option or options.

Studies carried out while preparing the strategy suggested that state-of-the-art technologies can achieve cost-effective reductions in CO² emissions from new HDV's of at least 30%.



A Cummins ISLG CNG engine.



Volvo plug-in hybrid inside a Gothenburg arcade.



The French WATT all-electric bus in one of the pavilions at Busworld.

Fuel burn per seat

When Sir Brian Souter was Chief Executive of Stagecoach Group, with its headquarters in Scotland, he developed the megabus.com concept of intercity express coaches using sophisticated yield management techniques similar to those of low cost airlines.

There is an extensive network of services in the United Kingdom, North America and more recent expansion to continental Europe. Many of the vehicles are high capacity, including 15-metre single deck coaches, and double deck coaches. He introduced that concept in North America where megabus.com today runs more than 250 vehicles, all built in Belgium by Van Hool.

Nowadays, Sir Brian is non-executive Chairman of Stagecoach Group but his family investment company has a wide portfolio, including express coach operations in Poland and Finland.



A Van Hool Altano coach branded for PolskiBus.com

PolskiBus.com was started from scratch in June 2011 and has grown to a fleet of 132, all built by Van Hool except 20 Volvo chassis with Plaxton coachwork that were launched in Warsaw in August.

At that event, Sir Brian said that fuel burn per

seat was a very important part of the running costs of intercity express coaches. Fuel accounted for 35% of costs in Poland, so economy was of the utmost importance.

The PolskiBus.com network extends throughout Poland and across borders into five neighbouring capitals. Services run very frequently with up to 33 daily departures on the southern corridor between Wrocław and Kraków. With the opening of further new routes and increased frequencies on others, PolskiBus.com now has 314 departures daily.

All the vehicles are luxuriously equipped with reclining seats, free wi-fi, electricity sockets, air conditioning, toilet and galley facilities. Passengers in wheelchairs can be accommodated on the lower deck, alongside the driver.

Sir Brian said, rather modestly, that planning the strategy was the easy part. The real skill was to get coaches out on time every day to deliver a top-class service. He praised the entire Polish workforce of 720 people and said that their skills would be used to establish similar networks of express services in other countries.



Volvo Plaxton coaches in front of the Palace of Culture in Warsaw.

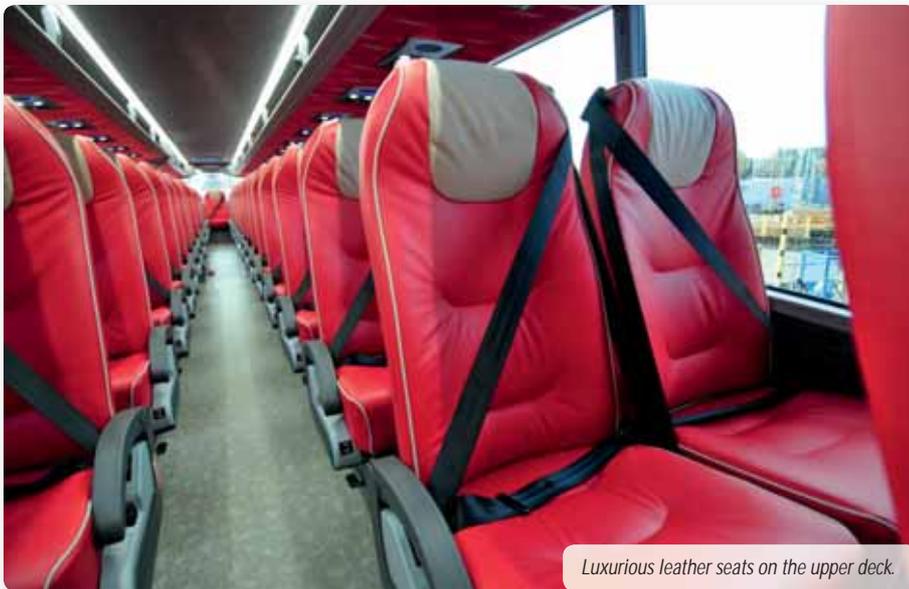


The front seat can be removed for a wheelchair.

In North America, megabus.com has proved highly popular. Independent research has found that emissions per passenger per mile are lower than any other form of transport. This has struck a popular cord with many young Americans, popularly known as millennials. They prefer the megabus.com services be-

cause they can stay connected to electronic gadgets, either for work or leisure.

The future for intercity express travel looks very promising, with the large German market opening up to deregulation and well established networks in several other countries.



Luxurious leather seats on the upper deck.

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THE COMMUNICATION HUB

Busworld has always believed in communication. In the old days, it was often face-to-face at various fairs.

As Busworld expanded into a unique global operation, various electronic communication channels came on stream and are now part of every day life.

You can stay connected to industry news through various Busworld channels including [Facebook](#) (page: Busworld), [Twitter](#) (account: Busworld), [LinkedIn](#) (group: Busworld Academy), [YouTube](#) and [Flickr](#). They can all be found on the Busworld website, along with

regular news about new products, technology, research and other innovations. You can stay up-to-date through your favourite channel.

If you have news that you want to share with the global industry, please send it to inge@busworld.org or post it yourself on one of the Busworld social media channels.

If you have expert knowledge, you might like to contribute a topic to the next Busworld Academy Seminar.

Visit www.busworld.org regularly to stay connected with the industry.

BUSWORLD ASIA 2015 MOVES TO SUZHOU

Times flies, but it hardly seems like fifteen years since Busworld held its first exhibition in China, at that time in Pudong, Shanghai.

Busworld Asia 2015 will be held from 25-27 March at the Suzhou International Expo Centre. Once again, it will be a major platform for Chinese vehicle manufacturers and the component supply industry. Based on previous experience, Busworld Asia will attract buyers and sellers to what is by a long way the largest bus market in the world.

Suzhou can trace its history back for several centuries, and is now a major city with a population of more than four million people on the lower Yangtze River, only 25 minutes from Shanghai by high speed train.

Suzhou has a rich heritage and is an important cultural, commercial and economic centre. It is famous for its canals and stone bridges and is often called the "Venice of the East".

The Suzhou International Expo Centre was opened in May 2003 and is one of the most modern facilities of its kind in China, easily reached by air, rail and road. Bookings for exhibition space are being taken right now, and more information about Busworld Asia 2015 will be carried in the next edition of this Newsletter.

newsletter online

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