



## Press Release

# Volvo Buses unveils New Coach Range; Aims to redefine intercity travel in India

*New 8 lt. engine from VECV joint venture showcases the localisation strategy; Ready to meet to BSIV emission norms*

Volvo Buses today unveiled its New Intercity Coach Range at the Busworld 2016 in Bengaluru today. The New Volvo 9400 range signifies Volvo's preparedness in meeting changing customer requirements, passenger aspirations and developing regulatory scenario in India. The range includes the Volvo 9400, 12.0m coach with the New 8 lt. engine sourced from VECV's Pithampur facility manifesting the company's earlier stated localisation strategy. The best-selling Volvo 9400, 13.8m multi-axle coach gets a boost with the engine being upgraded from 9lt. to 11lt. to meet BSIV emission norms. The 11lt. engine in the Volvo 9400, 14.5m coach is upgraded to meet the upcoming BSIV emission regulations, besides improvements for enhanced performance.

The New Coach Range unveil coincides with completion of Volvo Buses' 15 years journey in India. Over the years Volvo has established itself as the leader in the Indian bus industry. The company has achieved this by strengthening its commitment to the success of its customers. Volvo takes pride by becoming the "partner of choice" for its customers and other key stakeholders. The New Range addresses the evolving requirements of our customers and drivers, as well as aspirations of passengers. The products represent Volvo Buses' commitment to offer solutions that meet the highest standards of quality, comfort, luxury, safety and performance.

Volvo Buses had earlier stated its plans to source engines from the VECV joint venture. The New 8 litre engine showcased at Busworld is evidence of the efforts made towards localisation of key aggregates. As such, the bus body in all Volvo buses manufactured in India are 100 percent localised. The launch of this engine also highlights Volvo Buses' capability to leverage the local manufacturing competence to meet the market potential. The engines in the new range comply with BSIV emission norms that come into effect in April 2017.

**Hakan Agnevall, President, Volvo Bus Corporation** said, "Volvo Buses has always positioned itself to provide products that deliver the right value to our customers. The new engine range is a good example India's role in our global plans. The way forward for us is to offer in India the latest solutions that can provide the finest ownership experience to the operators."

**Akash Passey, Senior Vice President – Business Region International, Volvo Bus Corporation** said, "Our journey in India over the last 15 years has helped create awareness and acceptability towards bus travel among people. The bus transport business and the bus manufacturing industry have

undergone a sea change since we launched our first product. We take pride in being acknowledged as a catalyst to this transformation. Volvo Buses will continue to take initiatives to make a difference to our customers, which is our commitment to the market.”

Volvo has sold more than 6000 buses in India, which includes 4,500 coaches that are helping connect 100-plus locations across India. The Trust for Volvo among scores of passengers is based on their experience of a safe, comfortable and luxurious journey – an experience that redefined bus travel. Key routes like Mumbai-Pune, Bangalore-Chennai, Bangalore-Hyderabad, Bangalore-Jodhpur, Jaipur-Delhi, Mumbai-Ahemdabad, Hyderabad-Mumbai, to name a few have become synonymous with Volvo services on these roads.

**VRV Sriprasad, Managing Director – South Asia, Volvo Buses** said, “Volvo Buses has always taken the lead in introducing new technologies and concepts. We work closely with our customers and this is reflected in our products and services that help ‘create value’. The New Range aims to redefine intercity travel in terms of luxury, comfort and safety. We reaffirm our commitment to impart the best bus travel experience to our customers, drivers and passengers.”

At Volvo Buses, a coach is not just a vehicle. It is considered as a production unit in the operator’s business that can increase customer revenue and improve the efficiency. There is growing demand for adopting intercity buses as efficient and safe means of mobility. Volvo is responding to this evolving scenario and with the new Volvo 9400 range customers can cover all their needs as well as that of passengers.

The New Range will be manufactured at Volvo Buses’ modern facility near Hosakote, Bengaluru. From assembly of chassis to roll out of complete buses, this facility follows Volvo Bus Production Systems that are implemented in all Volvo manufacturing sites across the world. It involves people, method, management & material – key to efficient working, enhanced quality and safer work environment.

Volvo Buses product range for India also includes the Volvo 8400 city bus, 1500 units of which are operating in 34 locations in the country. In early 2016, the company also unveiled the Volvo 8400 hybrid city bus – India’s first hybrid bus to be certified and delivered to Navi Mumbai Municipal Transport (NMMT). The first two units of these buses are in operations in the Navi Mumbai-Mumbai-Thane region on the megacity.

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#### **About Volvo Buses in India**

Volvo Buses has been in India since 2001 and has built a leading experience when it comes to high-performing bus applications. Volvo Buses has been driving the change in the industry introducing various firsts in India – including the true-bus chassis concept; the low-floor city bus concept; multi-axle coaches; among a host of

other technologies & solutions. With its state-of-the-art factory and overall profile of being a complete transport solutions provider, Volvo Buses is closely entwined with the progress in the Bus Industry.

Nearly 6,000 Volvo buses are operating on Indian roads providing the best travel experience in terms of safety, luxury and comfort to people. Volvo coaches today connect 100 locations across India, while 1,500 Volvo City Buses currently operate in 34 cities in the country. These products have played a key role in Driving Quality of Life for millions of people. Volvo Buses is now ready for the next stage of evolution of the bus industry in India. The Volvo Hybrid City Bus is evidence of our continued commitment to the country and all our stakeholders. Volvo Buses is future ready.

## New Volvo 9400 Range – The Safer Choice



With the New Volvo Coach Range, operators can cover all needs for their passengers. Add to this the new and upgraded engine range that delivers the best performance. The range comprises New 8 litre engine sourced from India; Upgraded 11 litre engine that replaces the 9 litre workhorse in the 13.8m coach; and the same 11 litre engine improved for better performance in the 14.5m coach.

The one aspect that is common to the engines is that they comply with the stricter BSIV emission norms that come into effect in April 2017.

The driveline and powertrain in Volvo coaches are designed to last for the lifecycle of the bus, which is typically for 10 lakh kilometres. With long service intervals, these key aggregates can contribute significantly to lowering of running costs. Moreover, the Noise-Vibration-Harshness (NVH) levels are significantly reduced, which lead to better travel comfort for passengers and lowers driver fatigue, which is essential from a safety standpoint.

Safety, one of the core values at Volvo Buses, is always at the forefront of all products. With segment-first active safety features like ABS, Electronic Braking System (EBS), Disc Brakes, Hill Start aid, among others the bar is raised further. Volvo has also introduced key safety features as part its initiatives to make its products safer. The company offers smoke detection system in the saloon area; fire suppression system in the engine and luggage areas; I-coaching to help driver improve his skills; driver alert system; tyre pressure monitoring system (TPMS); and telematics for efficient operations of the bus.

Volvo was the first bus manufacturer to comply with the Bus Body Code in April 2015. With features like emergency exit door with collapsible stairs; breakable emergency exit windows with hammers or T-punch glass breakers; emergency electric and pneumatic service door opening switches (external & internal); fire extinguishers; long hammers behind driver seat to break glass from outside; hooter &

alarm; engine cut off switch on driver dashboard and safety instruction leaflets personal safety is enhanced in all Volvo coaches.

But the first step towards safety is to prevent mishaps. At Volvo, this starts with the drivers trained and certified to operate our buses. This is based on our aim to make good drivers even better at our Driver Training Centre, where they are also educated on the correct road behaviour and best practices. Volvo has trained over 60,000 drivers till date, which includes 31,000 bus drivers.

Outstanding comfort, leading safety concepts and supreme drivability make for an incomparable passenger travel experience. With products that deliver the best value proposition; proactive aftermarket support, our customers get an unparalleled experience of owning a Volvo coach. This makes the New Range a true business booster. Importantly, the product range aptly demonstrates the brand promise of *Driving Quality of Life*.

## **Volvo 9400, 12.0m, 8lt., BS IV – The Trendsetter**

As the trendsetter, this coach has developed and transformed the intercity travel landscape in India over the past 15 years. The Volvo 9400, 12.0m coach is proof of the organisation's strategic initiative for localisation.



As the first step, and a critical one at that, we are introducing the New 8 litre engine – Made in India by the VECV joint venture. The JV has developed the competence and capability to deliver Euro6 engines for Volvo Group in Europe market. The sourcing of this engine for Indian market is a logical extension of this approach.

With higher power rating of 330hp, the New 8 litre engine is now even more capable of delivering the best performance in its category. Enmeshed with the proven driveline, operators can be assured of top performance at all times, while ensuring maximum comfort to passengers. With faster turnaround in operations, customers can derive more from this coach.

As the trendsetter, this Volvo coach has developed and transformed the intercity travel landscape over the last 15 years. Now with the new engine, this 12.0m coach will aim to redefine intercity travel in the years to come.

For the Volvo 9400, 12.0m, the emphasis will remain unchanged in terms imparting...

- Greater comfort and safety to passengers
- Enhanced comfort to driver for improved performance and safety
- Improved benefits to the customer with higher operational efficiencies

## **Volvo 9400, 13.8m, 11lt., BS IV – The Market Leader**

The Volvo 9400, 13.8m is India's first multi-axle high-performance coach. It took the bus travel experience for scores of passenger to a new level, establishing itself as the bestseller in the market and thereby consolidating Volvo Buses' position as the market leader.



This coach has, to its credit, helped established some of the most profitable routes in India. Not just that, the longest intercity bus route was established with the Volvo 9400, 13.8m coach – connecting Bengaluru to Jodhpur, a distance of 2,000 kms in nearly 34 hours.

The Volvo 13.8m coach gets the proven 11 litre engine that delivers 370 hp. With the robust and durable PX suspension, the ride comfort and manoeuvrability get a significant boost.

The updated Volvo I-Shift automated transmission can deliver greater value to operators. This fully automated gear changing system allows high comfort and fuel-efficient driving. The program package adapts the gear changes to the prevailing transport conditions. Possibility of manual gear changing and locking of the current gear promotes higher driving flexibility. The base unit consists of range-change housing and clutch housing made of aluminum.

The Volvo 9400 13.8m coach has been enhanced to amplify the benefits in terms of...

- Improved operational benefits, while complying with new emission norms
- Superior comfort, luxury and safety to passengers
- Better driver performance by way of improved manoeuvrability and driver environment & ergonomics

## **Volvo 9400, 14.5m, 11lt., BS IV – The Top-of-the-line Intercity Coach**

This top-of-the-line coach meets the operational demands of customers and drivers alike, as well as the aspirations of passengers. It underlines the rich knowledge and competence we have nurtured and developed in India.

This Volvo coach has created a



niche based on specific passenger preferences we have gathered since we launched our first coach in 2001.

The Volvo 9400 14.5m coach showcases some of the category-first features like steerable rear tag-axle, PX suspension, I-coaching, tyre pressure monitoring system (TPMS), driver alert system, different seating layouts, pantry, chemical toilet, among others.

The powerful, lightweight and efficient 11 litre engine delivers 410 hp. The combustion and fuel consumption is optimised with electronically controlled unit injectors. A wide torque range contributes to excellent drivability. It has been enhanced to deliver better fuel efficiency, improved passenger comfort in the saloon area and operational efficiencies. Moreover, this engine complies with the upcoming BSIV emission norms.

As the Top-of-the-line offering from Volvo Buses, the Volvo 9400 14.5m coach aims to...

- Impart the best travel experience to passengers – luxury, comfort and safety
- Provide the best solutions to aid driver performance – steerable tag-axle, I-shift, I-coaching, TPMS, driver alert system
- Deliver the unparalleled ownership experience to our customers – for long distance routes, premium features for greater revenues

## Press Information

# Volvo reaffirms commitment to Safety; Showcases VDS as future technology for India

**Volvo Buses highlighted why safety remains at the core of all its products for India. With several industry-first features, Volvo coaches are equipped with preventive and protective safety features. The company also underlined the importance to train drivers in best practices and behaviour, which is evident from the fact that 31,000 drivers have been trained till date. The focus on safety in India is heightened with the Central Government bringing the Road Safety regulations. The company also displayed the Volvo Dynamic Steering (VDS), which makes manoeuvring the bus considerably easier benefitting drivers in terms of safety, stability and effortless manoeuvring.**

Volvo Group's vision is clear: Zero accidents with Volvo Group products. At Volvo safety is a primary concern, always. That's why we continuously go beyond legislation and introduce safety features long before, sometimes decades before, they become a legal demand. The Group does so because it can and because of a higher level of safety.

At Volvo, safety is so much more than just developing innovative safety solutions in our products. The Group also sees this as a responsibility to society and an important role to play when it comes to making road traffic safer. This goes far beyond just ensuring superior safety for drivers and passengers as it also encompasses the safety of other road users. Volvo Group is one of the world's largest companies in terms of safety research for commercial vehicles.

At Volvo Buses, safety is one of the core values of the brand. It is broadly classified into Preventive Safety and Protective Safety. The emphasis is to prevent mishaps in the first place. And in the unfortunate scenario of an accident, various features are provided in the bus to ensure safety of all occupants.

Volvo Buses has taken the initiative to create greater awareness about safety from the time the first bus was launched in India in 2001. The emphasis was always to bring in new technologies irrespective whether it was required by regulations or not. Features such as Anti-lock Braking System (ABS), Electronic Braking System (EBS), Electronically Controlled Suspension, Retarder, etc. are standards in the entire India product range from Volvo Buses.

**VRV Sriprasad, Managing Director – South Asia, Volvo Buses** said, “Volvo has always led from the front when it comes to safety related technology and solutions for India. We are driven by the Group's vision of Zero Accidents as well as the Brand core value of Safety. Several of the features in Volvo bus range is in fact industry first. The VDS is yet another ground breaking know-how developed with only the driver in mind and we will work towards bringing this solution to India market in the coming years.”

In April 2015, Volvo Buses became the first bus manufacturer to comply with the Bus Body Code features in its range, even before the regulation came into effect. With features like emergency exit door with collapsible stairs; breakable emergency exit windows with hammers or T-punch glass breakers; emergency electric and pneumatic service door opening switches (external & internal); fire extinguishers; long hammers behind driver seat to break glass from outside; hooter & alarm; engine cut off switch on driver dashboard and safety instruction leaflets personal safety is enhanced in all Volvo coaches.

Volvo Buses also showcased key safety features as part its initiatives to make its products safer. The company offers smoke detection system in the saloon area; fire suppression system in the engine and luggage areas; I-coaching to help driver improve his skills; driver alert system; tyre pressure monitoring system (TPMS); and telematics for efficient operations of the bus.

The VDS, which was showcased at Busworld India 2016, has been developed keeping the driver performance as the central focus. At low speeds, the force amplifying electric motor does most of the steering work. In addition, the steering automatically self-centres and returns to zero. At cruising speed, VDS gives the coach a fantastic directional stability, and on uneven roads it automatically compensates for irregularities and helps you to stay on a straight course. And not least, this Volvo unique feature ensures the passengers can enjoy a much smoother and more comfortable ride.

A recent study carried out by VTI, the Swedish National Road and Transport Administration, examined muscle strain while driving both with and without VDS, and recorded how much the driver benefits from the system. The results reveal that on average, VDS cuts muscular strain by 20 to 30 per cent, for certain manoeuvres by up to 70 per cent. After the tests, all 20 drivers reported that they would benefit immensely from VDS in their everyday work and that VDS can reduce muscular pain, above all in the shoulders.

## **Preventive Safety**

Preventive safety is a combination of the driver behaviour on road and technological solutions that can support the driver. The driving thought here is to prevent a mishap by ensuring trained drivers at the helm of the bus that is equipped with several features that can aid the driver in averting an accident situation.

1. Volvo Buses' driver training is the first step in safety. With over 31,000 drivers trained, the aspect of safe & responsible driving practices are imparted to make good drivers even better
2. World-class driver's environment with visibility, and ergonomics
3. Volvo Alco Lock is a breath analyser tool to prevent driving a vehicle if the driver is under the influence of alcohol
4. Volvo I-Coaching supports the driver with vital information that contributes to safer driving.
  - For example, warns when the driver over-speeds or enters a curve too fast.
5. Electronically controlled disc brakes (EBS) divides braking power efficiently between the wheels for excellent brake performance.
6. Volvo Engine Brake (VEB) and Compact Retarder are additional powerful brakes that increase safety and help reduce brake wear
7. With Brake Blending the VEB perform as much of the brake work as possible, without the foundation brakes being engaged.

8. Anti-lock braking system (ABS) prevents the wheels from locking, even under heavy braking on slippery roads. It significantly increases braking distance and allows the driver to brake and steer at the same time to avoid an accident
9. The Hill Start Aid feature prevents the bus from rolling backwards when starting on hills/gradients
10. Electronic Stability Program (ESP) significantly reduces the risk of the coach rolling over or driving off the road, both in normal and slippery road conditions. If the coach tends to act out of the ordinary the system automatically brakes each wheel individually to stabilise the coach while reducing power to the drive wheels

## Protective Safety

Protective safety features have been deployed in all Volvo buses with the intent to impart a secure feeling to drivers and passengers throughout the journey. The features include:

- On-board safety information cards
- Passenger seats design for maximum safety with 3-point and 2-point seat belts as available options
- Fire extinguishers in the saloon area
- Emergency exit with collapsible stairs in the rear along with breakable windows designated as emergency exits
- Hooter and alarm system
- Engine cut off switch on driver dashboard
- PA system for announcements in emergency situation
- Automatic fire extinguisher in engine compartment and luggage area
- Emergency lights in gangway and exit signs

In addition to the tests required by authorities around the world, Volvo carries out demanding tests of its own, based on common real-life collision scenarios. All buses are tested and certified for side impact test, front impact test, and emergency braking testing.

The coaches are equipped with Front Under-run Protection System (FUPS), Front Impact Protection System (FIPS) and Knee Impact Protection System (KIPS).

- FUPS** : In frontal collisions between buses and cars, it's the car's driver and passengers that run the greatest risk of injury. The unique FUPS design improves the protection for the car's driver and passengers.
- FIPS** : Effectively spreads the force of an impact into the frontal structure in the event of a head-on collision. Dramatically reduces the risk of injury to driver and co-driver.
- KIPS** : Energy-absorbing panels behind the instrument panel reduce the risk of injury to the driver's knees and legs in a frontal collision.

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**About Volvo Buses in India**

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Nearly 6,000 Volvo buses are operating on Indian roads providing the best travel experience in terms of safety, luxury and comfort to people. Volvo coaches today connect 100 locations across India, while 1,500 Volvo City Buses currently operate in 34 cities in the country. These products have played a key role in Driving Quality of Life for millions of people. Volvo Buses is now ready for the next stage of evolution of the bus industry in India. The Volvo Hybrid City Bus is evidence of our continued commitment to the country and all our stakeholders. Volvo Buses is future ready.

## Press Information

# Volvo Buses Aftermarket aims to enhance Ownership Experience

### *Offers solutions to deliver greater value to customers*

**Volvo Buses displayed its strength in Aftermarket area at the Busworld 2016 exhibition. The focus was on creating superior value for customers by offering packages and solutions that address a range of operator requirements. The company also announced the launch of mobile app for its customers as part of its efforts of faster response to their requirements. Volvo now offers greater benefits such as customised Annual Maintenance Contracts; enhanced drain intervals for oil change; first-year warranty with no limit on mileage clocked; extended warranty coverage for the second year; and expanded aftermarket network support.**

At Volvo Buses, the efforts to create value for our customers are a contiguous process. The entire product range is designed and developed bearing in mind operational requirements, which are unique to the buses that the company manufactures.

More importantly, when a coach is delivered Volvo considers it is the start of a partnership. The quality a vehicle can deliver and the business result it can bring is heavily dependent on maintenance, servicing and driver behaviour. Only by keeping the fleet in perfect condition can an operator attract and retain passengers. And only with regular and meticulous maintenance can unplanned stops and unnecessary costs be avoided.

**VRV Sriprasad, Managing Director – South Asia, Volvo Buses** said, “Our Aftermarket support is based on the driving thought to provide *“Superior services for a Premium business”*. Our aim “to create value” is based on the premise that Aftermarket is equipped with the required technical knowledge and skilled personnel to ensure maximum product uptime. We will continue to strengthen our aftermarket presence and solutions keeping customers as the central focus.”

Vehicle uptime is crucial requirement of all Volvo customers. This is ensured through Vehicle-off-road (VOR) monitoring, 24x7 Volvo Action Service; float units for faster on-road, trained technicians, fleet check-up camps, on-site support model and parts at customer site.

Volvo provides a service network all over India. It is certainly a reassurance that the same company that developed and manufactured your coach is also responsible for your maintenance and service contact. The parts that need to be replaced are manufactured in the same facilities as the vehicle itself. With Volvo as your service partner you always get Genuine Volvo Parts fitted by experts.

The impact of our Aftermarket can be ascertained considering the fact that Volvo Buses typically clock **about 3 lakh kms/year. That’s 1000 km/day on an average.** Our products are designed for at

least a 10 lakh kilometre lifecycle as a usual operational requirement. **A position that is unique to Volvo Buses in the India bus market.**

It does not, therefore, come as a surprise that some of the oldest coaches delivered in India are still in operations having clocked **15-18 lakh kilometres**. This has been achieved by way of proper and regular maintenance. So next time, if one sees the dashboard of a Volvo coach in operations, showing mileage of over 10 lakh kilometres, it should not come as a surprise. It is the company's aim that the New Volvo Coach Range is able to operate up to 20 lakh kilometres and more during its lifecycle.

A key aspect that impacts the lifecycle of any product is the driver and the behaviour & best practices. At Volvo, driver training is not just a process requirement but efforts to ensure safety and best product performance from the start. 31,000 bus drivers trained till date is testimony to this focus at Volvo Buses.

The Aftermarket team at Volvo Buses is committed to make this a reality.

## **Grow Your Business with Volvo Buses**

The Volvo Aftermarket offers a range of services and solutions that can be customised as per customer requirements. The support ranges from parts to services to refresher trainings to onsite support to deliver maximum product uptime and customer satisfaction.

With our range of services we can take part or complete responsibility for managing your vehicles and guaranteeing a trouble-free operation. Fleet Management, Vehicle Management and Service Contracts are just a few examples of services that help you get the most out of your investment.

### ***Customer Connect***

The Aftermarket support is based on highest level of customer connect and response at all times. This includes the 24x7 call centre and Volvo Action Service (VAS).

VAS is our assistance service, available round the clock, 365 days a year. One call and help is on the way to anyone with a fault with their Volvo coach. Volvo Action Service is there to assist you with everything from technical advisory and repair services. This is supported with regular meetings of our field teams with customers.

The latest addition is the mobile-based customer app that provides immediate connects to Volvo.

### ***National Network***

The company's national network offers personal service and support to customers. With Genuine Volvo Service our customers can count on their coach always being serviced in the best way possible, and always with Genuine Volvo Parts to ensure the performance, reliability and safety of your bus or coach.

### ***Product Development***

Enhanced maintenance intervals by way of product upgradation. Extended drain intervals improve the product performance besides ensuring higher uptime.

### ***After Sales Support***

Volvo Buses offers standard and customised Annual Maintenance Contracts (AMCs) that are tailored as per customer needs. The AMCs can help our customers derive more profit from their Volvo coach over its lifetime. With key aspects of service and parts included, the annual contracts can help increase operational profitability.

Volvo offers Blue, Blue+ and Gold Contracts that range from basic services to parts repair, availability and storage at customer locations.

### ***Warranty Policies***

Volvo offers first year unlimited mileage warranty and second year extended warranty as standard for coaches. Volvo Buses also offers coverage options that can be customised to suit specific customer requirements.

### ***Parts Support***

Volvo ensures parts availability at its locations as well as customer sites as per the parts agreement or AMCs. The accessibility includes fast moving child parts and float units of key aggregates as part of the company's efforts to ensure maximum product on-road.

### ***Fleet management***

Besides driver training, Volvo Buses also provides training to technicians and fleet managers with the aim to ensure best product performance and maximum uptime.

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