Jakarta, the capital of Indonesia, is a province with a special capital region status. Consisting of five administrative cities and with a fast-growing population that needs rapid transportation across the vast province, it was fitting when it played host to the largest bus exclusive exhibition, the Busworld South East Asia held from March 19 to 22 at the Jakarta International Expo at Kemayoran in North Jakarta.

A country with a vast population of 260 million, most of the Indonesians prefer the country’s ever-improving Bus Rapid Transportation system. With buses being a preferred for public transportation in provinces like Yogyakarta, Solo and Jakarta, a huge potential arose for bus manufacturers and coach builders to try and enter the market. Busworld SEA played a moderating role of connecting these manufacturers and companies to potential customers in the country.

Busworld also identified Indonesia as a fast growing and a promising market for buses and coaches, as well as its neighbouring countries.

With this new exhibition, Busworld is now counting eight exhibitions around the world, namely: Belgium (Europe), Turkey, Russia, Colombia (Latin America), India, China, Kazakhstan and, finally, South East Asia (Jakarta).

The exhibition was organised with the support of Global Expo Management (GEM) that already boasts rich experience in exhibition organisation as well as the commercial vehicle industry. A total of 51 exhibitors were present at the event, displaying a wide range of products such as doors, electronics and components. Mammoth exhibitors such as Volvo, Mercedes and Laksana launched top-of-the-line buses to the Indonesian market.

Also present was Jakarta’s oldest Bus Rapid Transportation System, PT Transportasi Jakarta (TransJakarta). The public transportation operator displayed its first-ever fully-electric bus, which is set to become operational soon. With no EVs currently on the road, the brand new C6, K9 and MD12E battery-powered models are set to be the redemption in the country’s automotive transformation.

Mr. Didier Ramout, President, Busworld International, said at the inaugural ceremony: “South-East Asia has great potential in the bus segment. It was no coincidence that Indonesia was chosen to host a new exhibition in a B2B format. The country’s bus and coach market is ready for this specialised professional exhibition and conference. Although the bus and truck industry might be linked through their similar technologies, the markets are completely different. Hence this separate, targeted approach is required for the deserving bus and coach industry.”

**Busworld Academy Conferences**

During the three-day exhibition, the Busworld Academy also scheduled a variety of seminars, presentations and panel discussions by high-level speakers. The programme was dubbed as ‘Making bus transport systems attractive, efficient & affordable in South-East Asia.’

One of the key events of the Busworld Academy was the CEO round-table moderated by Mr. Budi Setiyadi, General Director of Land Transport in the Ministry of Transport, with its theme ‘Shaping tomorrow’s Public Transport in ASEAN countries.’
Volvo Buses launches B11R and B8R for Indonesian market

Volvo Buses & Coaches was a mammoth-sized exhibitor at the first-ever Busworld SAE in Jakarta. The products displayed by the pioneer did not fail to catch the attention of the visitors. The company used the spotlight to launch the Volvo B11R and the Volvo B8R for the Indonesian bus market.

Mr. Akash Passey, Senior Vice President - Business Region International, Volvo Bus Corp., said at the launch: “Indonesia is a very large and modern market for buses. This brings significant opportunities for bus operators and bus manufacturers to support the progress of land transportation through high quality, safe and environ-
ment-friendly buses."

**Volvo B11R**

Two versions of the B11R chassis, namely, the Ultra-High Coach and the Double Decker Coach, were displayed at the expo. These buses were built with the sole purpose of meeting long-distance and inter-city transportation needs. The 11-litre engine which packs a punch at 430 hp is set to deliver one of the best performances with utmost driver satisfaction.

Added with Volvo’s leading I-SHIFT AMT 12-speed transmission, optimized for coach touring, the driver can easily and safely maintain speed and ensure a smooth, enjoyable ride.

**Volvo B8R**

The low-end Volvo B8R LE model was ideal for city transportation, high passenger capacities and routes that require fast entry and exit. The B8R model was specifically designed to meet the demands of city and urban traffic applications. The model is equipped with a Volvo B8 engine, which is said to be the most fuel-efficient Volvo engine, to reduce the overall operating costs.

“At present, we are pleased to introduce the newest, Volvo B8R & the Volvo B11R, in Indonesia. These buses have proven their performance with various customer demands in several countries and will certainly meet the requirements in Indonesia”, Mr. Passey added.

The company gained massive experience in the Bus Rapid Transport (BRT) system by pioneering the concept for over 40 years in Curitiba, Brazil. BRT is a mass transit solution that has proven to be equally effective as the metro trains system, in terms of price and capacity.

Volvo Bus is set to use the experience from Brazil’s BRT, to further develop the Transjakarta Busway. More than a hundred B11R buses, configured for the Jakarta BRT, are on road and in service. They are locally known as “Maxi buses”, which can comfortably accommodate up to 90 passengers and are very popular among the drivers.

Since the 1980s, PT Indotruck Utama, a subsidiary of the Indomobil Group, has been the sole distributor for Volvo in Indonesia. The distributor has a wide, nationwide service network and strives to provide world-class services to keep operations running.

“Volvo believes in Indotruck Utama’s capabilities and knows that they are the right distributors to represent the Volvo brand and its values. The customer service and dealer network are very impressive, and we believe that they are the right partners to help increase Volvo bus sales in Indonesia”, stated the Senior VP.

Through the Busworld expo, Volvo hopes to build and strengthen relationships with the Indonesian bus space and focus on improving quality and safety.
Malaysia’s **SAS Doors** keen on entering Indian market

SAS Doors SDN BDH is a Malaysian bus doors specialist. The company was started in 1990, as a supplier of equipment for buses and coaches, and soon emerged a pioneer in manufacturing and designing passenger door systems, electrical components and other products for buses.

The company’s general approach is based on a clear understanding of the physical environment and the operating requirements of its customers. SAS’ top priority is to supply top-engineered bus doors that are cost effective and easy to maintain.

Mr. Mark Windley, Director, SAS Doors SDN BHD, spoke in detail about his products and plans for the future in an exclusive interaction with MOTORINDIA.

**Excerpts:**

**Could you tell us about SAS Doors and its role in the industry?**

SAS manufactures a variety of doors for city buses, including inward glided doors, outward gloat doors, in-swinging doors and the recent plug sliding doors which are all in wider use in Europe. In the field for 20 years, we have supplied to markets like Indonesia, Malaysia, Singapore and even Uzbekistan. We are quite keen on entering the Indian market as well.

**What products have you displayed at the show here?**

We have displayed our existing portfolio of automatic doors which are now updated with new features. We have smart systems like the control panel touch-screen that provides a lot more information to the driver. We have got the new twin plug sliding doors which are for the high-end city buses. The door opens outside to the side of the body. This is much safer for the passengers because there are incursions or arms making it very clear.

**What are your plans for the future?**

We propose to continue developing products as well as exploring new markets over the next few years. Our focus is mainly on the South-East Asian region, and our medium-term plan would be to spread to the European and American markets.
Daimler launches Mercedes-Benz OF 917 mid-range bus

PT Daimler Commercial Vehicles Indonesia (DCVI), a fully-owned subsidiary of Daimler AG, launched one of its latest products – the OF 917 bus – at the show. The mid-range bus has been specially designed to serve the medium transportation and tourism sectors with the Mercedes-Benz quality and standards.

The new generation bus is equipped with improved ergonomic driving positions, two passenger seating options, a wider body and full airbrakes. Improvements were also made to the engine, transmissions, axle and suspension parts, making the vehicle more efficient and comfortable.

The rapid improvement of highway infrastructure in Indonesia has allowed Mercedes-Benz to operate optimally, not only as a mode of transport but also as a solution provider for community connectivity and mobility.

Mr. Christoph Stemmer, Vice President of Sales, Marketing & CSP, Mercedes-Benz CVs – SEA, said: “The company always focuses on the needs of the passengers and the customers. As the only premium brand with strong experience and value in developing private vehicles, vans, buses and trucks, Mercedes-Benz has used all its capabilities to continue setting new benchmarks for transportation-related bus solutions.”

Mr. Jung Woo Park, DCVI’s Marketing Director, stated: “We strive to deliver products that provide the best experience for passengers along with investing in customers. The latest generation Mercedes-Benz OF 917 is proof of how important it is to pay attention to every aspect of building the best products, including listening carefully to customer inputs.”

DCVI also used the Busworld SEA platform to introduce the Indonesian Fleetboard to the customers. It also displayed the Mercedes-Benz OF 1623, O500RS and the OC500RF 2542 Chassis. Daimler Indonesia is committed to ensuring the sustainability of operations and the efficiency of the entire range of Mercedes-Benz commercial vehicles by constantly expanding the dealer network. Five new dealerships were opened in 2018, which serve Mercedes-Benz commercial vehicles such as in Sulawesi and Kalimantan outside Java.
PT Transjakarta – Jakarta’s quick, efficient and safe BRT system

TransJakarta is said to be the world’s longest bus rapid transport system, with a total operating length of 251 km. On an average, TransJakarta serves up to 663,000 passengers per day. By January 2019, the number of routes increased to 155, which was a significant growth from 41 routes in 2015.

With the routes constantly expanding, the number of buses has also significantly increased from 605 in 2015 to 1,500 buses. There are plans to have 3,000 buses running soon. However, Indonesia is yet to add EVs to the fleet.

Last year, TransJakarta set a record of carrying 7,30,000 passengers in a day. This was a dramatic improvement in numbers, as in 2015 only 3,31,000 passengers used the BRT system. As of 2019, over 190 million people have used the services of Transjakarta, and the city government-subsidized public transportation system has set a goal of serving one million people per day, eventually. The prices have remained the same since its inception as a normal fare costs Rp 3,500 (Rs. 17.04 at present), per passenger.

Most of the roads supporting Transjakarta have a separate lane for buses, with other public vehicles not permitted to enter them. This gives an advantage to buses, to arrive sooner at a destination even amidst heavy traffic snarls.

The only disadvantage in the Transjakarta routes was the elevated sections. With bus only route running 30 metres above the ground, there are no assistance like elevators or escalators to reach the bus stations. This makes it close to impossible, for the disabled and the aged to commute using these routes.

The Command Centre
Located on the third floor of the PT Transportasi Jakarta office in East Jakarta is the Command Centre for the city’s BRT system. As one enters the...
dull lit room, the huge monitor up front playing numerous, live CCTV footage from different bus stations catches our attention.

The staff at the command centre are equipped with computers and headsets and are glued to the screens to maintain a safe and efficient service during operational hours. Every information related to the routes and buses comes through to the command centre. Monitoring is done with the help GPS, CCTV and oddly, even WhatsApp. With 30 employees working three shifts, the command centre is open 24 hours.

One of the top priorities is the speed limit for buses. In case a vehicle crosses the service standard speed of 50 kmph, the staff at the command centre immediately contacts the bus driver via telephone and enquires. With no element to interfere, the driver can just talk without needing to push a button and get distracted off the road, in order to answer a call.

Live CCTV footage from bus stops are used to monitor the crowd, safety of passengers and also interestingly to order the buses to speed up and arrive soon, to avoid overcrowding.

Enter, electric buses!

An electric bus from BYD stole the limelight at the Busworld SEA by performing test drives during the event. Demonstrations on how to recharge the buses and how to operate were also done at the expo. With close to no EVs operating in Indonesia, the C6, K9 and the MD12E electric buses are set to play a revolutionary part in the country’s electric transition.

Trial runs of the electric buses, in Transjakarta corridors, have been scheduled to take place for the next six months. Mr. Agung Wicaksono, President Director, PT Transjakarta, said at the expo: “Scheduling the trial run will be done depending on the readiness of the operators. We are yet to pick a particular location, which the buses can use as a test corridor. However, the trials will last for a period of six months.”

Mr. Baki Lee, President Director of GEM Indonesia, said: “The focus on the next edition of Busworld (SEA) would be much more on electric buses. Indonesia is not only set to grow in size, but will also diversify.”

Transjakarta has set a benchmark in the public transportation system in Indonesia and also acts as proof that other cities in the country can also have an international standard public transport managed by the government.

Since operations began on January 15, 2004, Transjakarta has been a learning tool in the process of welcoming sustainable urban mobility. It has also become a new cultural symbol of transportation in Indonesia. By being the first and only BRT system in the country which boasts international standards, Transjakarta collaborates with five different bus and coach manufacturers for the vehicles.
LAKSANA bags Bangladesh order for coaches

Busworld South East Asia was a special platform for CV Laksana, an Indonesian bus manufacturer based out of Semarang. A company which started from a machinery shop in 2017 reached its biggest milestone yet at one of the largest international bus exhibitions to be held in their country.

The company exported four brand-new, Laksana SR2 XHD Prime Legacy coaches to Bangladesh in the presence of Ms. Rento Marsudi, Indonesian Minister of Foreign Affairs, and Major General Azmal Kabir, Ambassador for Bangladesh in Indonesia. The top-of-the-line coaches are set to be operated by ENA Transport in Bangladesh. These four legacy coaches will also be accompanied by 10 double decker buses, with a total sales value of $808,000.

“Soon after the visit of President Joko Widodo to Bangladesh in 2018, we have had the Free Trade Agreement in process. Hopefully it can be agreed by 2020, and the delivery of these four Legacy Coaches will be the beginning of a lot of co-operation that will occur to develop potential markets”, said Mr. Alvin Arman, Commercial Director, Laksana.

The 13-meter-long, two axle SR2 legacy coaches are built on top of the Scania K 410 HP chassis. The Scania K 410 EB 6x2 chassis, supporting a maximum torque of 2,000 Nm, will be used for the double decker coaches.

Both the coaches are included with a GR875R, 8 speed Scania Opticruise transmission and are oil cooled. The buses are also equipped with an electronic braking system, electronic stability programme and the Scania retarder and traction control, which are standard features. Laksana is also set to take responsibility of these buses in terms of maintenance and repair for a period of 10 years.

“The four executive buses are set to be sent first to Bangladesh, with the rest of the 10 double decker buses set to follow soon. Bangladesh is the third country for Laksana, in terms of export. We have previously exported more than 200 units to Fiji and Timor-Leste. This proves that Laksana’s products can be used by other countries as well”, added Mr. Arman.

Said Ms. Rento Marsudi: “The export of the four buses to Bangladesh shows that Indonesia’s competitiveness is not inferior to other countries. With Laksana already exporting 200 units to Fiji, I believe that this success is an achievement and perseverance in increasing our exports, especially in the non-traditional market”.

Laksana also expects to strengthen its export business and begin operations to Bangladesh’s neighbouring countries like India or Sri Lanka and also to the Middle East as well.