



DESTINATION EUROPE

Bus manufacturer Alexander Dennis Limited (ADL) continues while building on a growing global presence ranging from Canada to New Zealand, Mexico to Hong Kong, ADL is attending Busworld Europe exhibition in Kortrijk for the first time this year to mark its recent entry into the continental European market.

A DL continues to break into new territories as part of its international growth agenda and Europe is just the latest in a list of conquests. While the manufacturer's

continental activities are at an early stage, the company is serious about its ambition and committed to deliver added value for bus operators, passengers and other stakeholders such as city dwellers and the environment there, as it has done in other parts of the world. "We are not a me-too business. What we offer is unrivalled experience in the design and production of vehicle concepts that deliver value through unique attributes as well as total cost of ownership," explains ADL CEO Colin Robertson.

The Enviro500 is ADL's first product to be launched in continental Europe and the first vehicles have now been delivered to PostAuto of Switzerland. Double deck buses may occupy something of a niche in the European market, but ADL believes there is strong potential to grow this segment. "Ridership is increasing across Europe and in order to attract people out of their cars, the journey experience matters more than ever," says Martin Gruber, ADL's business development director for Europe. "The Enviro500 offers more seats than other high-capacity city or intercity buses, and unlike in articulated buses, almost all

of them face forward and offer great views, making the journey a comfortable one for passengers." Gruber points to another advantage of ADL's offering: "The Enviro500 has been purpose-designed with modularity and customisation in mind, and it is by design a bus rather than a coach that's trying to fulfil a role for which it was never intended." Enviro500 vehicles have already been built in specifications to meet vehicle height allowances and varying operating conditions in places as diverse as the United States - where ADL's double deckers are often employed on suburban commuter routes -

the Metrobus BRT system along the landmark Paseo de la Reforma boulevard. Highly successful features of bus rapid transit such as frequency and high levels of service will for the first time be combined with the chance to offer most passengers a comfortable seat for their trip.

Key to the efficiency of the Enviro500 is its aluminium body construction on a steel chassis, a combination that keeps weight and fuel consumption low. It is a principle that is also at the heart of ADL's single deck product, the Enviro200.

The Enviro200 was developed from its trendsetting predecessor the Dart, which first hit the streets of Britain in the late 1980s as a modern midibus and has been continuously refined since. This gives ADL unrivalled experience in lightweight single deck buses with over 18,000 built to date.

The Enviro200 is lighter than most of its competitors, but remains fully customisable with a choice of door widths and arrangements, air-conditioning options and a comprehensive array of interior specifications.

At Busworld, ADL will show an Enviro200 built to the requirements of Transport for London. ADL aims to highlight the model's benefits to operators and discuss how a left-hand drive version would offer added value to bus companies before finalising the specification for the continental European variant.

This phased market entry is entirely deliberate, explains Martin Gruber: "While we are obviously keen to offer the benefits of our single deck buses in Europe as soon as possible to complement our double deckers, we are mindful that operators rightly expect more than just a great bus. Our excellent aftermarket support has made us market leader in the UK, and we want to make sure this is in place in continental Europe so that bus companies know they can rely on us." ■

■ ADL's stand at Busworld Europe in Kortrijk is in hall 1, stand 113.



PostAuto is taking 19 Enviro500 vehicles, with three doors and two staircases



THE ENVIRO500: SERVING SWITZERLAND

The iconic yellow livery of Swiss national operator PostAuto, ADL's first customer in continental Europe, is shown on the ADL stand at Busworld Europe in Kortrijk. PostAuto is taking 19 Enviro500 vehicles for routes in Eastern Switzerland. The first entered service earlier this year and all will be in place by 2019.

The 12.9-metre long buses remain within the 4.0-metre height limit that applies in most of Europe. Built to PostAuto's demanding specification, these Enviro500 have three doors and two staircases to ensure easy and rapid boarding and alighting. 78 fixed and two tip-up seats are provided and passengers enjoy pleasant interior temperatures all year round thanks to air-conditioning and auxiliary heating. Power is supplied by an 8.9-litre Cummins ISL six-cylinder engine with emissions below the stringent Euro 6 limits, and transmitted by a ZF Ecolife automatic gearbox. ZF also supplies all three axles. Rear axle steering helps to maintain a tight 22.3-metre turning circle for excellent manoeuvrability even on tight mountain roads.



TOP: The Enviro500 double decker. ABOVE: 90 Enviro500 buses are being delivered to Metrobus in Mexico City

and Hong Kong, representing some of the heaviest duties for urban buses anywhere in the world.

Currently, 90 Enviro500 are being delivered to Mexico City where they will launch Line 7 of



THE ENVIRO200: CHOSEN BY LONDON

The Enviro200 is the world's best-selling lightweight single deck bus and it is represented at Busworld Europe in Kortrijk by a vehicle set to enter service with Abellio in London. It has been built to the standards of transport authority Transport for London and carries the red colour that makes buses in the UK capital instantly identifiable. The 10.4-metre long vehicle represents just one of several length options for the Enviro200 which range from just under nine to 12 metres. 31 seats are provided and a further 41

standing passengers may be carried. A wheelchair space is provided opposite the centre doors, with access provided by an electric ramp as per TfL specification. Passenger information includes highly legible exterior power blinds and audio-visual next stop announcements delivered by London's iBus ITS system. Fitted with efficient Euro 6 diesel engines, the latest generation of the Enviro200 is highly popular in the UK capital. 80% of new single deck buses bought by London operators for TfL services in the last couple of years have been built by ADL, showing just how excellently suited the Enviro200 is to demanding urban bus operations.