



EURO  
**BUS**  
EXPO 2010

NEC, Birmingham, United Kingdom  
2-4 November 2010

TUESDAY 2 NOVEMBER 0930-1700hrs  
WEDNESDAY 3 NOVEMBER 0930-1700hrs  
THURSDAY 4 NOVEMBER 0930-1630hrs

OCTOBER 2010  
www.eurobusexpo.com

# SHOW PREVIEW

OFFICIAL  
SHOW FLOOR PLAN  
INSIDE

## EUROPE'S PREMIER COACH AND BUS EXHIBITION OF 2010



Manufacturers and operators from all around Europe are poised to descend on Birmingham's NEC next month for what will be the continent's largest dedicated coach and bus exhibition this year.

Taking place on 2-4 November in Hall 5 at the NEC Birmingham, Euro Bus Expo 2010 (EBE10) will be opened by Peter Hendy, Commissioner of Transport on the first morning. A sell-out show with 260 exhibitors from across a wide range of countries including Belgium, France, Holland, Spain, Sweden and Turkey as well as the UK and Ireland, 65 companies will be represented for the first time.

Firmly established as a biennial event in the industry calendar, this the third Euro Bus Expo will attract around 10,000 exhibitors and visitors

from across Europe and beyond serving to underline the UK's prominence as a supplier of road based public transport vehicles in a market worth many billion Euros.

EBE10 will be looking to repeat the success of the 2008 event with representation from 50 different countries and some £100m (€120m) worth of orders placed across the three show days.

The official show of the UK's leading trade association for the bus, coach and light rail industry, the Confederation of Passenger Transport UK (CPT), is just one of the many key stakeholders involved with this important pan European event. Amongst other well known and respected industry bodies who have given their support to EBE10 are included the IRU, ITSO,

GoSkills, VOSA and the Department for Transport (DfT).

In keeping with previous years, EBE10 will give visitors the opportunity to witness the launch of numerous products and services as well as the chance to look around an impressive 100-plus vehicle line up displayed both on the show floor and outside in the coach and bus park.

Amongst those big name exhibitors taking part this year are included ADL Plaxton, Arriva, Base Ltd, BMC, EvoBus, Fast, Foton, Irizar, King Long, MAN, MCV, Optare, Rescroft, Scania, Sitcar, Temsa, Van Hool, VDL Bus & Coach, Volvo, and the Wright Group.

With so much to do and see EBE 2010 is sure to be a huge success and well worth a visit.

## EBE SUPPORTS GREENER JOURNEYS

Euro Bus Expo is pleased to play its part in assisting Greener Journeys in its endeavours to help people reduce the carbon impact of their travel choices. The event organisers have invited Greener Journeys Campaign Director, Claire Haigh, to take part in the final seminar session on the afternoon of Thursday 4 November. She will be talking about making the switch to bus and coach and will consider low cost, low carbon solutions to the UK's transport challenges. Through a national consumer advertising and marketing campaign, "The ONE BILLION Challenge" breaking this autumn, Greener Journeys aims to cut one billion car journeys across the UK over the next three years. It is estimated that switching from car to bus or coach for just one journey in 25 could save as much as two million tonnes of CO<sub>2</sub> and would mean one billion fewer car journeys on our roads. This would deliver an additional 50% reduction in CO<sub>2</sub> from domestic transport to the reductions planned in current Government policies over the same period.

Funded by Arriva, FirstGroup, Stagecoach and National Express, the Greener Journeys campaign will also involve the wider industry and will be of long term benefit to all bus users and operators.

■ For more information please go to:  
[www.greenerjourneys.com](http://www.greenerjourneys.com)

## TRANSPORT MINISTER TO ADDRESS COACH AND BUS INDUSTRY

Transport Minister Norman Baker MP is to address the bus and coach industry at this year's Euro Bus Expo. The seminar, 'Six months into government - a review and next steps', is being held on Wednesday 3 November at 1215hrs. It is one of eight seminars spread across the three days of the show that will give visitors the opportunity to get fully up to speed with latest industry thinking.

Simon Posner, Chief Executive of the Confederation of Passenger Transport UK (CPT), says: "I am delighted that the Minister has agreed to attend Euro Bus Expo and speak to the industry about two of his key areas of policy responsibility: Bus and Coach. This really does make it the must-attend event of the year for coach and bus industry professionals."

Show director Mark Griffin says: "The news that Norman Baker will be attending EBE is really the icing on the cake. Exhibition space is now sold out and more people have pre-registered than at the same time two years ago. This is a clear sign that even in a harsh trading environment, leading manufacturers and suppliers have recognised that EBE really is a cost-effective way of reaching the people in the industry who matter. Visitors can expect to



Norman Baker MP, Parliamentary Under Secretary of State

see a full line-up of quality exhibition and display stands, and even more first class products. With a number of manufacturers and suppliers planning to use Euro Bus Expo to unveil new products, the exhibition really is shaping up to be the major event of the year."

## NEWS IN BRIEF

**ADL** will be presenting five vehicles at EBE 2010 on stand D100: the Enviro400 double deck, Enviro400H, Enviro 200, Plaxton Elite on a Volvo B9R and a Plaxton Cheetah on a Mercedes-Benz 0816.

**ARRIVA** will be launching the latest additions to their Temsa range at EBE, the Safari, Avenue and Opalin on stand A70.

**CARROCEVIAS AYATS** will be presenting their Bravio I R double decker on stand C110.

**EVOBUS** will be showcasing a Setra 416 GT HD, Setra S431 DT, Mercedes-Benz Citaro RL, Mercedes-Benz Tourismo and Mercedes-Benz Sprinter City 45. Be sure to visit them on stand A30.

**FAST EUROPE** will be displaying two vehicles: the FAST Scoler 12.70 Meter school bus version on a MAN A91 chassis with 290 BHP MAN D08 Euro 5 engine, ZF automatic gearbox and 70 seats in 3+2 arrangement and the FAST Starter multi-purpose coach, 12.70 meter version on a MAN A91 chassis with 290 BHP MAN D08 Euro 5 engine, ZF Automatic gearbox and comfortable seats. Come and take a look at stand A90.

**MAN** Pride of place on MAN's stand C10 at this year's show will be their Neoplan Cityliner and Neoplan Tourliner.

**OMNIBUS SYSTEMS** will be celebrating its 20th anniversary. Join them on stand T122.

**OPTARE** will be showcasing seven vehicles at the show: a Solo SR/Cummins demonstrator; a Solo EV/Electric demonstrator; two Versa/Siemens hybrid drive/Mercedes-Benz vehicles, one 29-seater for GMPTe and a 29-seater in full TfL specification; an 11.3 metre Tempo/Mercedes-Benz for Centrebus; and Soroco and Toro demonstrators on Mercedes-Benz chassis.

**OTOKAR** First time exhibitors at EBE, Turkish manufacturer, Otokar will be demonstrating two vehicles from their medium-size bus range, the Vectio and the Kent. Don't miss them, go to stand J51.

**SITCAR** plan to bring their new Mercedes-Benz Sitar 25 and 29 seat midi-coaches to stand A80.

**THE WRIGHT GROUP** will be showcasing the Wrightbus "Streetlite" integral midi bus, Wrightbus "Gemini 2DL" integral diesel double deck and "The Wrightbus" tri-axle double deck on a Volvo B9TL chassis."

**UNVI** Spanish manufacturer Unvi Bus and Coach Ltd will be exhibiting in their own right at EBE 10. They plan to display their Vega, Unvi Classic, Unvi GT and Touring. See them on stand 7J.

**VAN HOOL** will be presenting three examples from the T9 coach range: the T917 ASTRON 'Diamond' 40-seater, the T917 ASTRONEF a 59-seater and the TD927 ASTRON 83-seater double deck touring coach. See all vehicles at stand A100.

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# SEMINAR PROGRAMME (in the ITSO sponsored Seminar Theatre)



1315hrs - 1345hrs

## ITSO DAILY LUNCHTIME SESSIONS

ITSO is planning a programme of lunchtime seminars taking place on each of the three days of Euro Bus Expo on **BENEFITS OF ITSO AND IMPLEMENTATION OF ITSO-COMPLIANT SMART TICKETING** for transport operators, local authorities and industry suppliers

### TUESDAY 2 NOVEMBER

1100hrs - 1145hrs

**GO GREEN, SAVE FUEL, REDUCE WEAR AND TEAR - TRAPEZE SHOWS YOU HOW**

Trapeze, Chris Gough - Director of Sales

1215hrs - 1300hrs

**IT TAKES TWO TO MANGO - A SMARTCARD PARTNERSHIP**

Trentbarton, Mark Greasley - Group Projects Manager & INIT Innovations in Transport - Jens Mullak, Managing Director

1315hrs - 1345hrs

**BENEFITS OF ITSO AND IMPLEMENTATION OF ITSO-COMPLIANT SMART TICKETING**

Cheshire West and Chester Council, Colin Kennington - Principal Transport Officer

1430hrs - 1515hrs

**THE WAY AHEAD...**

Delivering smart integrated ticketing across the UK ITSO

**SMARTCARD DEVELOPMENT IN PRACTICE**

Centro, Michael Wevill - Smartcard Development & Implementation Manager

### WEDNESDAY 3 NOVEMBER

1100hrs - 1145hrs

**TECHNOLOGY - THE BASIS FOR THE BUS PASSENGER SUBSIDY PAYMENTS**

Parkeon Transport Ltd, Ryan Thomas - Key Account Manager & East Yorkshire Motor Services, Bob Rackley - Commercial Manager

1215hrs - 1300hrs

**SIX MONTHS INTO GOVERNMENT - A REVIEW AND NEXT STEPS**

Norman Baker MP - Parliamentary Under Secretary of State

1315hrs - 1345hrs

**BENEFITS OF ITSO AND IMPLEMENTATION OF ITSO-COMPLIANT SMART TICKETING**

1430hrs - 1515hrs

**UPDATE FROM EUROPE WITH KEY ISSUES AROUND THE CORNER**

Confederation of Passenger Transport UK (CPT), Steven Salmon - Director of Policy Development

### THURSDAY 4 NOVEMBER

1100hrs - 1145hrs

**THE VOSA CUSTOMER SERVICE TEAM WITH THE LATEST TOPIC OF THE DAY FOR OPERATORS**

VOSA, Andy Thomas - Customer Relations Manager

1215hrs - 1300hrs

**GOING FOR GROWTH**

**MAKING THE SWITCH TO BUS AND COACH**

Greener Journeys, Clair Haigh - Campaign Director

**SMART MOVE: DOUBLING THE USE OF BUSES AND COACHES**

Patrick Van Impe, Secretary General - Busworld

1315hrs - 1345hrs

**BENEFITS OF ITSO AND IMPLEMENTATION OF ITSO-COMPLIANT SMART TICKETING**

SEMINAR PROGRAMME CORRECT AT TIME OF GOING TO PRESS. For all updates please visit: [www.eurobusexpo.com](http://www.eurobusexpo.com)



# A-Z EXHIBITOR LISTING (colours correspond to exhibitor locations on the floor plan opposite)

■ 1x1 Time (UK) Ltd	T158	■ Cyberlyne Communications Ltd	J 25	■ JTT Speedywash	B 96	■ Roeville	C 12
■ 21st Century Technology Solutions Ltd	T183	■ Department for Transport	D 40	■ Kärcher (UK) Ltd	D 34	■ ROSCO	E 3
■ A T Industries Limited	C 43	Agencies - VOSA & DSA		■ Kartex International Ltd	E 92	■ ROTAREX/Ceodeux Firetec	D 67
■ Aberdeen Skills and Enterprise Training	TD 8	■ Digital 2000 - TachPro	C 47	■ Kidde Aerospace & Defence	H 9	■ routeone	F 14
■ Abex Ltd	G 80	■ Dilax Intelcom GmbH	T150	■ King Long	J110	■ Rowan Telmac Limited	F 42
■ ACIS	T184	■ Direct Parts Ltd	D 32	■ Kentkart EGE Elektronik Ltd STI	T171	■ Ruspa	E 93
■ Actia UK Ltd	T181	■ Distinctive Systems Ltd	F 30	■ KEY Safety Systems	B 83	■ Safety Seal Europe ab	H 2
■ ADL Plaxton	D100	■ DKV Euro Service Benelux V.O.	E 4	■ Knorr-Bremse Systems for	B 72	■ SBP Chapman Stevens Ltd	A 56
■ Advanced Seating	B 93	■ Downstream Petro-link	B 73	■ Commercial Vehicles Ltd		■ Scan Coin Ltd	E 20
■ Air1	B 40	■ Drinkmaster Ltd	D 17	■ Landmark Finance	A 14	■ Scania (Great Britain) Limited	A 10
■ Airconco Ltd & Ransome Engineering	F 20	■ DTI EMEA Ltd	B 57	■ Lazzerini Srl	E 32	■ SEFAC (UK) Ltd	A 86
■ AK Carpets	F 34	■ Duooflex Ltd	A 78	■ Leisurewear Direct incorporating	A 12	■ Signature Aromas	C 72
■ Alcoa Wheels Europe	A 38	■ E P Morris & Co Ltd	T118	Ahead of the Rest		■ Sitcar	A 80
■ Alcolock Gb Ltd	G 26	■ Eastgate Coach Trimmers	C 98	■ Liftmaster Garage Equipment Ltd	C 45	■ Smith Bros & Webb Ltd	B 53
■ Alexander Dennis	D100	■ Eberspacher (UK) Ltd	E 1	■ Lighthouse UK	F 45	■ SomersTotalkare Ltd	F 94
■ Alfatronix Limited	T130	■ Eberspacher Suetrak	F 16	■ Lloyd Morgan Group	TD 5	■ Sound Technologies Ltd	T152
■ Almex	T164	■ E-Leather Ltd	D 76	■ Lombard	B 75	■ Spal Automotive UK Ltd	G 28
■ ALP Overseas	B 82	■ Eminox Ltd	H 82	■ MCV Bus and Coach Ltd	J 90	■ SSL	C 36
■ Altro Ltd	C 22s	■ Energenics Europe Ltd	B 55	■ Maha UK	D 75	■ Stalatech Oy	A 36
■ Amsafe	C 76	■ Epengle Tekstil	B 92	■ MAN Bus & Coach UK	C 10	■ Stat-X Fire Systems	T154
■ Ashtree Glass Ltd	H 13	■ ERG Transit Systems	T114	■ Masats S.A	A 62	■ Stedall (Vehicle Fittings) Ltd	C 92
■ ASL 360	D 26	■ Esprit Windscreens Systems LLP	A 42	■ McKenna Brothers/Mobitec	C 94	■ Ster	G 78
■ Autocraft Equipment Ltd	C 86	■ Esteban UK Ltd	T170	■ MCS Card Systems	B 86	■ Steril UK	C 40
■ Autoglass Ltd	G 72	■ ETMSS Ltd	T140	■ Meridian Coachworks	B 12	■ Stoke Park Finance Ltd	A 82
■ Autoglym PSV	C 22	■ EVM Ltd	D 50	■ Merridale	G 18	■ Streaming Video Technology	T180
■ Automate Wheel Covers	B 35	■ EvoBus (UK) Ltd	A 30	■ Michelin Tyre plc	B 70	■ Super Alloy Deutschland GmbH	D 15
■ Autosound Ltd	A 76	■ EyeDrive Systems	D 72	■ Mistral Group UK plc	J 22	■ Synectics Mobile Systems	G 10
■ Avego	T147	■ FAINSA	B 36	■ Mix Telematics UK Ltd	A 48	■ Tachomaster by Road Tech	B 59
■ BMC plc	J110	■ Fast Europe	A 90	■ Mobile Mark Europe Ltd	T146	■ Tanzo Passenger Services	B 86A
■ Backhouse Jones Solicitors	B 76	■ FCC (Leeds) Ltd	G 35	■ Mobile Onboard Ltd	T148	■ TD Tyres	H 16
■ BAE Systems plc	D 94	■ Filtration Control Ltd	H 80	■ Motor Wheel Service Distribution Ltd	B 85	■ Tecalemit Garage Equipment	D 83
■ Barry Hall Installations	A 34	■ First Corporate Clothing Limited	C 74	■ N and M Fibreglass Ltd	C 88	■ Technoframe LLP	E 30
■ B.A.S.E. Ltd	J 30	■ First Rail Support Ltd	F 12	■ Nationwide Coach Assistance Ltd	D 10	■ Tek Seating	D 28
■ Be GE Seating UK Ltd	B 78	■ Fogmaker	B 24	■ Navaho Technologies Ltd	T144	■ Telford College of Art & Technology	TD10
■ Belmont International Ltd	A 5	■ Forest Asset Finance	A 54	■ Network Solutions	T132	■ Temsa Arriva Bus and Coach	A 70
■ Best Impressions	C 19	■ Forman Vehicle Services LTD	A 18	■ Norbar Torque Tools	C 66	■ The Wright Group	J 10
■ Bluebird Vehicles Ltd	J 50	■ FTA	C 17	■ Nord Lock Ltd	C 73	■ Tokheim (UK) Ltd	H 86
■ BMAC Ltd	A 58	■ Gallagher Flooring Ltd	B 68	■ Nylacast	F 46	■ Transport Benevolent Fund	E 5
■ Bob Vale Coach Sales	C102	■ Gemco Equipment Ltd	F 54	■ Omega Automotive Ltd	D 36	■ Transtech Training Services	TD11
■ Botany Weaving Mill	H 15	■ Gierlings Velpor - SA	C 20	■ Omikron Dokk	D 13	■ Trapeze Group	T168
■ Britcom International	B 81	■ Giro Inc.	T124	■ Omnibus	T122	■ Travtel International Ltd	B 69
■ Bus & Coach Buyer	B 90	■ GoSkills	F 44	■ Optare plc	A 40	■ UK Card Services Ltd	B 63
■ Bus & Coach Professional	C 14	■ Grayson Thermal Systems	C 60	■ Orapi Applied Ltd	G 74	■ Unvi Bus and Coach Ltd	J 70
■ Bus and Coach Parts	C104	■ Gripton Ltd	B 79	■ Otakar Otobus Karoseri Sanayi A S	J 51	■ Unwin Safety Systems	B 95
■ Busworld	B 64	■ Groeneveld UK Ltd	A 88	■ Oy Tamware Ab & Teknoware	G 76	■ V6E Ltd	C 80
■ Butlerbus Technik	H 81	■ Hanover Display Ltd	A 72	■ Parkeon UK	F 10	■ Van Hool N.V.	A100
■ C E Niehoff & Co. Ltd	B 94	■ Heavy Duty Parts Ltd	A 22	■ Partline	F 32	■ Vapor Ricon Europe Ltd	T 80
■ CA Clase (UK) Limited	T134	■ Herbert Kneitz GmbH	A 84	■ Pellys Transport	E 6	■ VDL Bus and Coach BV	A 60
■ Carlyle Bus & Coach Ltd	A 92	■ HJS GmbH	G 88	■ Phoenix Training	TD 2	■ Ventura Systems	D 19
■ Carrocerias Ayats S.A	C110	■ Holdsworth Fabrics Ltd	E 94	■ Politecnica SRL	D 27	■ Vision PSV	B 80
■ Centrad	H 84	■ Icomera	T160	■ Powervamp Ltd	B 71	■ VL Test Systems Ltd	H 87
■ Centro	T136	■ Infotec Limited	T176	■ Premier Pits	H 1	■ V-MASS	C 96
■ Chapman Driver Seating	B 88	■ INIT	T128	■ Prestolite Electric Ltd	E 26	■ Voith	B 8
■ CMS Supatrak	H 17	■ Institute of Road Transport Engineers	TD 7	■ PSV Glass	C 50	■ Volvo Bus	D 30
■ Coach & Bus Live 2011	D 16	■ Invertec Ltd	E 50	■ PSV Transport Systems Limited	B 67	■ Webasto Product (UK) Ltd	C 81
■ Coach Displays Ltd	C 84	■ Irizar.S.Coop	A 20	■ Pumptronics	D 86	■ Wrightsure Insurance Group	D 73
■ Cogent Passenger Seating	A 37	■ ISAF Bus Components	E 91	■ Q'Straint	F 24	■ www.nigelmcree.com	D 37
■ Confederation of Passenger Transport (UK)	D 12	■ Istobal	B 52	■ Quore	B 13	■ Yescos Europe	T145
■ Connections	T100	■ ITSO	T142	■ R H Bodyworks	A 16	■ ZF Services	B 54
■ Connexionz	T149	■ IVU Traffic Technologies UK Ltd	T178	■ Reem Batteries & Power Appliances	B 15	■ Zoeflig Ltd	B 62
■ Continental Automotive Trading UK Ltd	B 77	■ J Murdoch Wight Ltd	T156	■ Reflex Safety Systems	B 84		
■ CRH Transport Training Ltd	TD 1	■ JHM Butt & Co Ltd	C 16	■ Rescroft Ltd	D 70		
■ Cummins Ltd	G 90	■ Journey Solutions	C 18	■ Responsive Industries Ltd	G 16		

# EBE 2010 AT A GLANCE

**MEDIA CENTRE & INTERNATIONAL BUSINESS LOUNGE UPSTAIRS**



## HOW TO GET THERE:

**BY AIR**  
Birmingham International Airport (BHX) is immediately adjacent to the NEC; with the exhibition site just a short taxi ride away. For more details please visit: [www.bhx.co.uk](http://www.bhx.co.uk)

**BY ROAD**  
Leave the M6 at Junction 4 or the M42 at Junction 6, with signposts for the NEC. Car parking at the NEC is to be found at the South Car Parks (follow the on-site directional signs for Coach & Bus Live 2009 Visitor Parking). Car parking charges are currently £8 per day.

**BY RAIL**  
Birmingham International Train Station is adjacent to the NEC. Virgin train run direct from London Euston to Birmingham International. There are frequent train services from Birmingham New Street Station which is a major interchange station to Birmingham International. To help plan your journey by train visit: [www.nationalrail.co.uk](http://www.nationalrail.co.uk)

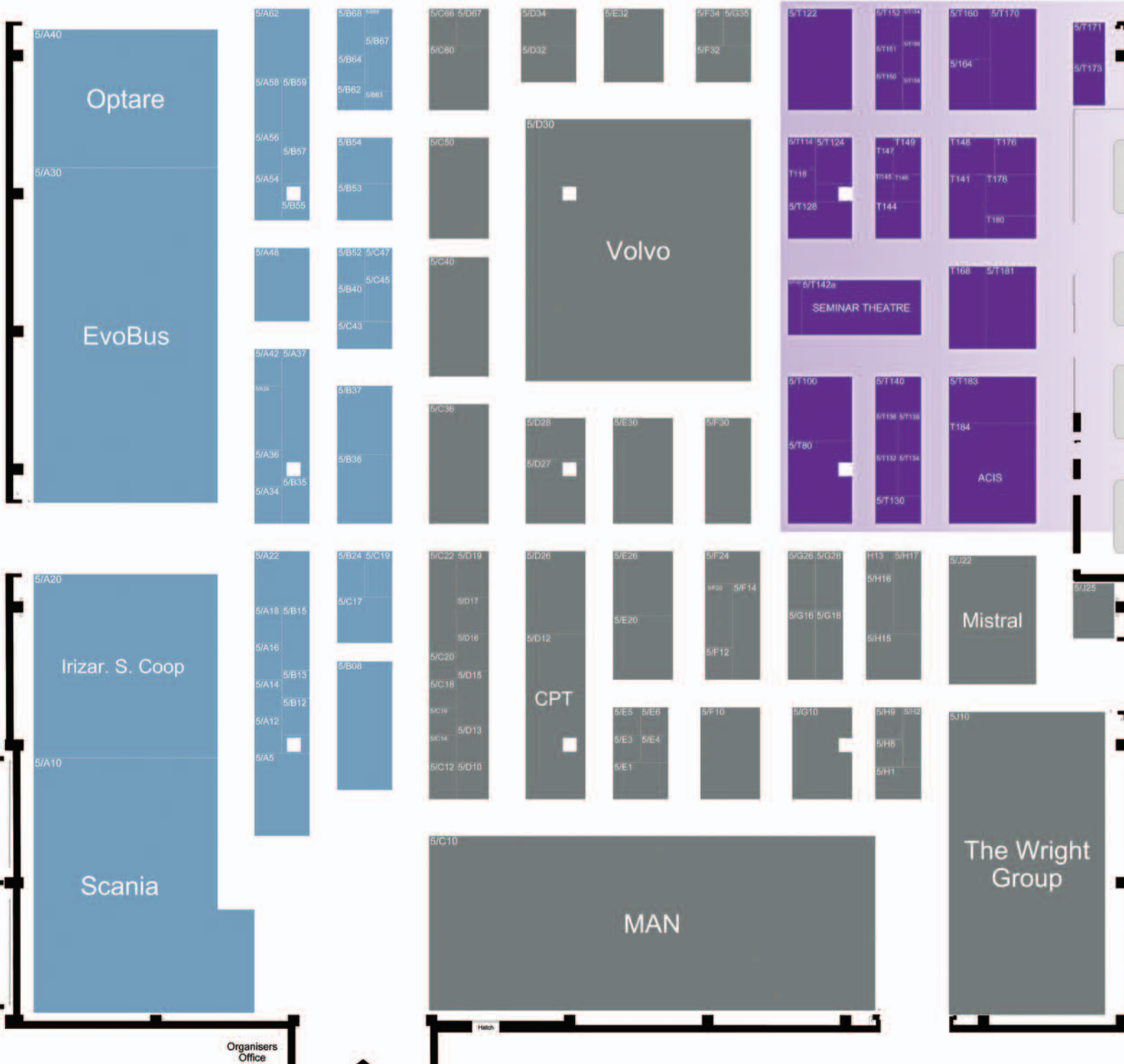
**WHERE TO STAY**  
The organisers of Euro Bus Expo 2010 have appointed Event Express, a specialist hotel reservations company, on your behalf to help you book your accommodation. They can be reached at:

**Event Express**  
46-48 Barbourne Road  
Worcester  
WR1 1HU

Tel: +44 (0) 1905 732 737  
Fax: +44 (0)1905 732 738

Email: [reservations@eventexpressuk.com](mailto:reservations@eventexpressuk.com)  
Website: [www.eventexpressuk.com](http://www.eventexpressuk.com)

**THIS WAY TO OUTDOOR EXHIBITION AREA**



## TECHNOLOGY ZONE



**HALL 5**

**VISITORS ENTRANCE**

EXHIBITOR LISTING AND FLOOR PLAN CORRECT AS AT TIME OF GOING TO PRESS. Please note the final version of the exhibitor list and floor plan will be issued to all visitors at the show, including a comprehensive show catalogue free of charge.

# SPOTLIGHT ON TRAINING



With the PCV/LGV Driver Certificate of Professional Competence (CPC) now fully in force across all European Union member states, the important issue of training in the coach and bus sector is fully recognised at Euro Bus Expo 2010 thanks once more to the GoSkills sponsored Training & Development Zone.

This dedicated feature area is designed to give visitors direct access to a host of training suppliers with further specialist advice and information also available from GoSkills staff. With Driver CPC a hot topic for operators over the past two years, Euro Bus Expo 2010 provides the perfect opportunity for them to discuss their specific requirements with a range



of potential training providers.

Show Director, Mark Griffin comments; "Recognising the importance operators within the coach and bus community attach to training, especially since the introduction of Driver CPC two years ago, we are delighted to

present the Training & Development Zone for a successful year. We are equally grateful for the support of GoSkills who will be on hand once again to advise operators on the implications of CPC and to address their concerns about implementation."

# CPT LOOKS FORWARD TO MEETING YOU AT EBE 2010



CPT (Confederation of Passenger Transport UK) is delighted you have registered for Euro Bus Expo 2010 and very much looks forward to seeing you at the NEC on 2-4 November. We're sure once you have completed a circuit of Hall 5, you'll agree we have put together a tremendous range of goods, wares and services that will help you both develop your business and meet the challenges ahead.

CPT plays a key role in representing the interests of the bus and coach industry both in the national parliament and devolved Assemblies, as well as in Europe - and there has been a great deal on this front that has kept us active.

Throughout the year we lobbied hard on a number of issues, indeed CPT's general election manifesto made the industry's case on a range of topics including: improving bus services; the needs of the coach passenger; promoting modal shift; EU Passenger rights; and the funding of concessionary bus travel.

In addition we have been developing our Coach strategy: Britain's Coaches. The second phase, Delivering prosperity to you is due to be launched during the Show.

Finally, we extend a warm welcome to everyone who visits the CPT stand. For members, there'll be a chance to catch up with the latest services we provide and for those of you yet to join, we would encourage you to come along and allow us a few minutes of your time to talk about the direct benefits that membership of your trade association can bring to you and your operation.

■ For further information about CPT please contact Mandy Oteng on +44 (0) 20 7240 3131 or visit [www.cpt-uk.org](http://www.cpt-uk.org)

# STEP INTO THE FUTURE



Once again the latest developments in technology will play a central role at Euro Bus Expo 2010 within the dedicated Technology Zone - a now well established and fully integrated aspect of the show.

The adoption of new technology whether it be in improving the efficiency of vehicle operations or enhancing the passenger experience, has accelerated in recent years, as operators look for new ways to attract and retain passengers, differentiating their product or service offer, while at the same time reducing their cost base.

Showcasing the huge variety of travel information products and services now available, visitors can expect to see everything from parking management systems and real-time journey mapping to off-board ticketing and interactive kiosks to the latest in CCTV and mobile-technology.

The Technology Zone will be of particular interest to those operators and local authority transport officers who have buying responsibility of influence for business support systems and IT, ticketing and fare collection, scheduling and customer service as well as passenger information and journey planning.

# KEEP UP-TO-SPEED ON THE LATEST INDUSTRY ISSUES

The seminar programme has become a well established and popular part of the Euro Bus Expo event; 2010 will be no exception. Visitors to the show are invited to take part in any of eight 45 minute long seminar plus a special 30 minute presentation taking place each lunch time by ITSO, our seminar theatre sponsor.

Reflecting key technical, commercial and environmental issues, the programme for 2010 includes sessions on concessionary fares and passenger subsidy payments as well as CO<sub>2</sub> reduction and modal shift.

INIT and Trentbarton will explain how they joined forces to put together their highly successful smartcard partnership while ITSO will reveal how they plan to deliver a smart integrated ticketing system across the UK. In addition Transport Minister, Norman Baker MP, will address the seminar audience on the government's first six month's in office and take a look at the steps that lie ahead, while the CPT will give a round-up on key issues facing EU member states.

Entitled "Going for growth the final session of the whole programme will feature the Greener Journey campaign aims to reduce CO<sub>2</sub> emissions by two million tonnes through switching to bus and coach transport and the Smart Move initiative to double the use of buses and



coaches over the next decade.

In addition to the main plenary sessions, Seminar Theatre sponsors ITSO will be running a complimentary programme of lunchtime presentations about the benefits of ITSO-compliant smart ticketing for operators, local authorities and industry suppliers.

Visitors are reminded that all of these seminars are free to attend, and do not require any pre-booking. Availability however will be on a strict first-come-first-served basis.

■ For full seminar programme details and times please refer to pages two of this newsletter or go to the Euro Bus Expo website: [www.eurobusexpo.com](http://www.eurobusexpo.com)

# DISCOVER THE BENEFITS OF SMART TICKETING AT EBE

ITSO Ltd, the organisation that maintains the national smart ticketing specification, has prepared a wide informational programme at the Euro Bus Expo 2010 show.

ITSO Ltd is sponsoring the Seminar Theatre and has prepared a programme of lunch-time seminars titled Benefits of ITSO and Implementation of ITSO-Compliant Smart Ticketing. Visitors can learn about the progress of the smart infrastructure roll out across the UK, and how ITSO can assist local authorities and transport operators to make implementation of their ticketing systems easier and more cost effective. They will also hear from those who have already implemented ITSO-compliant ticketing. A further ITSO seminar The way ahead: Delivering smart integrated ticketing across the UK will feature presentations from Go-Ahead Group and the West Midlands Passenger Transport Executive, Centro.

At the ITSO stand situated in the Seminar Theatre visitors can learn more about the



benefits of smart ticketing, discuss all aspects of smart system implementation, the role of ITSO Ltd, and the support and assistance available to implementers of ITSO-compliant systems.

■ Visit [www.itso.org.uk](http://www.itso.org.uk)

# STILL TIME TO REGISTER A COLLEAGUE!

Now that you've received your own badge for Euro Bus Expo, this is the perfect time to remind your colleagues not to miss out and register a place for themselves. All they need to do is visit: [www.eurobusexpo.com](http://www.eurobusexpo.com) then click on the link shown at the top of the page. But please tell them to hurry - time is running out.

# CONTACT

## OFFICE

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[www.eurobusexpo.com](http://www.eurobusexpo.com)

## ONSITE

Organisers Office, Hall 5

Contact number: +44 (0) 870 761 1179

## SHOW TEAM

Show Director - Mark Griffin  
Event Manager - Emma Welford  
Event Team - Phillipa Allsop  
Event Team - Kate Stenger  
Event Team - Sue Brandon  
Sales Manager - Julie Hartley  
PR & Marketing Manager - Marcus Hall

