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COACH&BUS
live
2011

Coach & Bus Live is organised by:



NEC Birmingham | Wednesday 5 - Thursday 6 October 2011

September 2011 | www.coachandbuslive.com

Interactive events will benefit your business

Interactive events at next month's Coach & Bus Live show look set to deliver advice and information that will benefit your business.

The leading coach and bus industry trade show, which takes place on Wednesday 5 and Thursday 6 October at the NEC in Birmingham, will welcome more than 200 exhibitors representing a wide range of vehicle manufacturers and industry suppliers.

But it's the four 'live' elements of the show that will really give you the opportunity to keep on top of current issues and industry developments.

The Coach & Bus Live 'How to...' Master Class programme features six free-to-attend discussions. High-profile industry professionals will facilitate lively and informed debates covering everything from realtime information technology, to explaining what the opportunities are for coach operators at the Olympics, and from website presence to surviving the nightmare of rising fuel costs.

The Master Classes have been designed to help you understand latest thinking that will guide you through the maze of current issues.

The full 'How to...' Master Class programme is shown overleaf.

'Workshop Live' offers hands-on technical advice to vehicle operators from two leading industry organisations, BAE Systems, and the Vehicle and Operator Service Agency (VOSA). BAE systems will be giving an update on the developments in hybrid technology, while VOSA will be offering guidance to vehicle operators to ensure they comply with current legislation.

Completing the line-up of live features are two opportunities for you to get behind the wheel.

The Skills Test, in association with Volvo and Coach Displays, will take place alongside the outside demonstration area. It will give you the opportunity to demonstrate your driving prowess. Trained marshals will be on hand to offer advice and support.

If you're considering buying a new vehicle, the 'Ride and Drive' feature will give you the opportunity to take one of a choice of specially selected vehicles on show in the demonstration area for a short drive.

Coach & Bus Live Show Director, Mark



The Skills Test is one of four interactive events at Coach & Bus Live

Griffin, says that the live elements of the show are there to help visitors get the most from a visit to the NEC.

"We recognise that it can be difficult for managers to justify taking time away from the office or workshop to come to the NEC," he says. "We also recognise that with little or

no extra funding for new projects, and with managers working hard to reduce costs, there must be a clear benefit in attending. That's why this year's programme is focused on delivering specific information and advice that will help industry professionals make more of the resources they already have."

Coach opportunities for 2012 Games

If you're one of the many industry professionals who thought that the requirements for coaches at the 2012 Games had been fully met, then a special Master Class will bring you up to date with the many opportunities that remain.

The session, which takes place on the Thursday at 1345hrs, will also give an update on coach parking and how coach travel in London will be affected. The session is being delivered by the Olympic Delivery Authority (ODA), Transport for London, and the Confederation of Passenger Transport. Joining the session will be Commonwealth Games gold medallist, Dean Macey, who will highlight the importance of the coach industry delivering excellence at the Games.

The speaker line-up covers many aspects of coach operation at the Games.

Coaching requirements

Allan Edmondson, Head of Bus and Coach Services at the ODA, leads the team responsible for the management and delivery of a suite of bespoke services such as Park and Ride and shuttle services to venues across Great Britain through its delivery partners. In addition, the ODA will be working with Games organisers LOCOG to provide parking facilities at venues for private coach charters.

Darek Podwiazka, Coach Manager with TfL, will give the latest news about the Olympic and Paralympic Route Networks and how they will affect you. This will be of specific interest to coach operators bringing groups into



Former athlete Dean Macey with Coach & Bus Live organiser and exhibitors

London during the period of the Games.

The speakers will be joined by other industry professionals who will brief delegates on LOCOG's Coach Charter Programme (CCP). The CCP has been designed to provide transport for the sponsors and marketing partners of the Games. The programme, which will operate for 21 consecutive days, will require around 500 coaches per day for the duration.

Delegates will also hear about other opportunities to become involved in Games-related activity, including a contract to bring

police into London from other areas of the UK.

Show Director Mark Griffin believes that many operators are still unaware of the opportunities that the Games will present.

"There's less than 10 months for the industry to prepare itself for the Games," he says. "There will be massive opportunities for coach travel. The free-to-attend Master Class session is a valuable opportunity for the industry to hear from a range of industry experts. I'm delighted that Dean Macey will be taking part, helping to enthuse delegates to business success in 2012."



Transport Minister Norman Baker will be opening the show and looking at some of the vehicles that have been bought with help from the government's Green Bus Fund

Show information

Dates:
Wednesday 5 October and
Thursday 6 October 2011

Venue:
NEC, Birmingham
Halls 17 and 18

Opening hours:
0930hrs to 1700hrs on both days

Admission:
Free. Trade visitors and press only

More information:
www.coachandbuslive.com
Don't forget to pick up your official show catalogue on arrival

Register online at: www.coachandbuslive.com

MASTERCLASS



'How to...' Master Class programme

To help bring you up to date on the key issues affecting the coach and bus industry, Coach & Bus Live presents six Master Class sessions that will be taking place in the Live Theatre across the two days of the show.

A number of high profile industry professionals will facilitate lively debates that give you the opportunity to get answers that will help your business.

Day 1 – Wednesday 5 October

1045hrs–1130hrs

How to... think SMART with ticketing

Speakers: *Tim Burke, Bids and Proposals Manager, Vix Technology*

■ This interactive session aims to de-mystify some of the myths and barriers surrounding Smart ticketing, and addresses the challenges that operators might face when considering going down this route. Topics include the benefits for BSOG, back-office systems, HOPS, ITS0, and card issue and management.

1200hrs–1245hrs

How to... empower your passengers with realtime

Speaker: *Tim Johnson, Product Manager, Trapeze*

■ iPhone, Android, BlackBerry ... where to start? ... and where to stop. Mobile technology is fast moving and can sometimes seem a confusing, expensive headache, but if you get it right it's a superb way to connect with the travelling public. Tim Johnson will guide you through recent trends and discuss the pros and cons of various approaches, looking at lessons learned from recent projects. He will offer practical tips on how you can invest wisely in mobile technology to create useful new services that avoid the pitfalls and make an impact with the public.

1345hrs–1430hrs

How to... be ready for 2012 pensions reform

Speaker: *Nick McMenemy, Director, Towergate Financial*

■ Are you ready for pension reform? From August 2014, companies employing fewer than 50 people will be responsible for choosing and enrolling into a work-based pension scheme for their employees.
■ To successfully comply with the new pension reforms you will need to consider the duties and responsibilities both you and your employees have. This session will give you useful advice and information to help you comply with the new regulations.

Day 2 – Thursday 6 October

1045hrs–1130hrs

How to... maximise your company's business potential

Speakers: *Simon Pointer, Independent web expert*
John Roe, Roeville Reservations Software

■ Make use of the internet, develop your web presence, and create effective digital media strategies

1200hrs–1245hrs

How to... survive the nightmare of rising fuel costs

Speakers: *Tony English, MiX Telematics*

■ The bus and coach market has faced a relentless onslaught of cost increases in recent years. Fuel prices, now accounting for almost a quarter of operating costs for some companies, are at an all-time high and show no signs of receding. In order to overcome this challenge, operators must find new ways to drive cost reductions. Getting your drivers to use less fuel by adopting more efficient driving techniques is an ideal place to start. This must-attend Master Class provides ten practical tips on how to improve your drivers' fuel efficiency, helping you survive the nightmare of rising fuel prices.

1345hrs–1445hrs

How to... get involved!

Speakers: *Allan Edmondson, Head of Bus and Coach Services, Olympic Delivery Authority*
Darek Podwiazka, Coach Manager, Transport for London
Dean Macey, gold medal winner (Decathlon), 2006 Commonwealth Games
A panel of industry professionals

■ If you think that it's too late to get involved with coach provision at the 2012 Olympic and Paralympic Games, think again. This session will outline what the opportunities are for coach operators, as well as giving an update on transport arrangements.

For the latest information about the Master Classes go to

www.coachandbuslive.com

Technology Zone helps you deliver savings

Making more of the resources you already have to deliver cost and efficiency savings is a recurring theme of Coach & Bus Live 2011.

As every operator knows, savings aren't just about making cuts, but also about targeted investment that delivers lower costs. This can be achieved by reducing the number of staff hours required to do a task, such as having effective insurance claims handling which reliable hi-tech CCTV and on-board reporting can deliver.

The use of back-office computer systems has been widely embraced in the industry. The ability of scheduling, payroll, maintenance and booking systems to handle routine but complex tasks with speed and accuracy have meant that cost reductions have gone hand-in-hand with efficiency gains.

But new and emerging technologies are pushing the boundaries even further. Whether it's new ways for customers to access your services through mobile 'apps' or online, or whether it's automated stock ordering, such as fuel, or whether it's driver monitoring, those who adopt the correct technology will have the comfort of knowing what their costs will be. In turn, they



will be best placed to deliver quality and cost-effective services.

The Technology Zone at Coach & Bus Live brings all these latest developments together in one area of the show. The 'How to...' Master Class programme will give you additional information on topics including SMART ticketing, realtime and making the most of your online presence.

● For more information about who's exhibiting in the Technology Zone go to www.coachandbuslive.com

80 coaches and buses and 200 exhibitors



Alexander Dennis Ltd will be showing the latest version of the Plaxton Elite

Whether you're planning to visit the show for one or two days, the programme of events and Master Classes will give you plenty to do.

But at the heart of the show, and the reason why more than 6,000 industry professionals are expected to travel to the NEC next month, are the exhibitors, and the exciting and innovative products and services that will be on show.

More than 200 exhibitors, including 20 vehicle dealers and manufacturers will fill halls 17 and 18. Around 60 coaches and buses will be on display inside the show, with a further 20 on display in the outside demonstration area.

This unrivalled collection of vehicles will give you a unique opportunity to compare manufacturers and models.

Vehicle manufacturers including Optare and MAN Bus and Coach are promising product launches, while the Wright Group will be bringing *Wheel Forward* and *Door Forward* versions of the Wrightbus StreetLite low-floor midibus.

The combination of vehicles, suppliers and interactive events makes Coach & Bus Live the UK's largest networking event of the year for the coach, bus and accessible community.

Put the dates in your diary and register now at www.coachandbuslive.com

A to Z exhibitor listing:

21st Century Technology Solutions Ltd
A T Industries Limited
 AA Drivotech
Abex Ltd
 ACKSYS Communications and Systems
Actia UK Ltd
 Air1
AK Carpets
 Alco Digital
Alexander Dennis Ltd
 Alfatronix Limited
Alma Design Ida
 Almex
Altro Ltd
 Arriva
Arriva Bus and Coach Ltd
 Ashtree Glass Ltd
Automate Wheel Covers
 BMC Plc
Backhouse Jones Solicitors
 BAE Systems plc
Base Ltd
 Baumot UK Limited
Belmont International Ltd
 Blitz Rotary UK
Bluebird Vehicles Ltd
 BMAC & Ring Automotive
Boundary Mill Stores
 Bus & Coach Buyer
Bus & Coach Glazing
 Bus & Coach Professional
CABTransit
 Carwood BDS Systems
Centrad
 Chapman Driver Seating
CMS Supatrak
 Coach Displays Ltd
Coach Drivers' Club
 Coach Monthly
Coach Hire Comparison
 Coates LSF Limited
Cogent Passenger Seating
 Cognitronics Ltd
Community Transport Association
 Confederation of Passenger Transport
Connections
 Connexionz
Continental Automotive Trading UK Ltd
 Cummins UK
Daimler Buses, EvoBus (UK) Ltd
 Dawsonrentals Bus and Coach Ltd

K 41 Department for Transport
K 3 Agencies - VOSA & DSA
D 57 Distinctive Systems Ltd
E 31 DKV Euro Service Benelux V.O.F
H 55 Don't Travel Empty
J 41 Drinkmaster Ltd
F 53 Duoflex Ltd
L 36 easycpc.com
C 44 Eberspacher (UK) Ltd
G 21 Eclipse Automotive Technology Ltd
J 53 Ellis Bates Group
K 8 Energenics Europe Ltd
G 41 Envitia
F 41 Euro Bus Expo 2012
B 26 Euromotive Kent Ltd
A 5 EVM Ltd
E 69 Farnborough International Ltd
E 7 FCC (Leeds) Ltd
M 1 Fibre-Tech Insulation
J 29 Filtration Control Ltd
G 33 Fire Monitoring Systems Ltd
M 5 First Rail Support Ltd
L 51 Forest Asset Finance
J 5 Forman Vehicle Services LTD
J 2 FTA
D 41 Gardner Denver Ltd
B 23 Gemco Equipment Ltd
Tourism G 33 Giles Insurance Brokers Ltd
B 33 Giro Inc.
L 52 Greatdays Travel Group
K 21 Gretna Green's World Famous
G 67 Old Blacksmiths Shop
F 7 Griptone Ltd
F 63 Groeneveld Transport Efficiency
F 33 Hanover Display Ltd
L 31 Harrison Hire & Sales
L 45 Hasmot Pty Ltd
Tourism Heritage Railway Association
Tourism HJS Emission Technology GmbH & Co KG
C 25 Holdsworth Fabrics Ltd
C 9 Hopespare Ltd
E 9 Huss Ltd
G 45 Icomera
C 27 INIT
J 3 Irizar UK
B 3 IRTE
G 53 Istobal
K 31 J M W Systems Ltd
F 21 JHM Butt & Co Ltd
B 1 Johnson Controls Batteries Ltd
J 31 (OPTIMA/VARTA)
JTT Speedywash

C 41 Karcher (UK) Ltd
King Long Plc
H 33 Knorr-Bremse Systems for
K 23 Commercial Vehicles Ltd
B 27A Landmark Finance
K 49 Leisurewear Direct Ltd Incorporating
L 35 Ahead of Rest
E 65 Lighthouse UK
D 53 Lloyd Morgan Group
K 7 Logical Transport
F 73 Lombard
F 59 Mabanaf Limited
G 59 Maha UK
G 43 MAN Bus & Coach UK
D 9 McKenna Brothers/Mobitec
J 1 MCS Card Systems
Tourism Mercedes
F 55 miniPLUS
E 61 MIS Fuel Monitoring
E 21 Mistral Group UK plc
B 25 MiX Telematics UK Ltd
E 23 Moseley
E 5 Motor Wheel Service Distribution Ltd
B 9 Nationwide Coach Assistance Ltd
E 51 Nigel McCree Bus and Coach Sales
D 51 Norbar Torque Tools
F 45 Nord Lock Ltd
L 43 Nu Track
G 62 Olympic Delivery Authority
Tourism Omnibus
Tourism Omniplus
B 35 Optare Plc
K 47 OSS Group Ltd
B 31 Parkeon UK
L 61 Parma Industries
K 43 Pellys LLP
F 71 Politecnica SRL
D 65 Powervamp Ltd
G 38 Prestolite Electric Ltd
E 37 PSV Glass
G 38 PURltech UK Ltd
J 28 Q'Straight
G 55 Rescroft Ltd
H 51 Roeville
A 7 ROSCO
E 51A routeONE
L 33 Rowan Telmac Limited
G 57 Rozone Ltd
L 25 RTITB
J 7 S & B Automotive Academy
F 39 Safety Seal Europe ab
Scan Coin Ltd
 Sefac

K 37 Setra
M 7 Smart Witness Ltd
G 39 Smiles Engineering Co Ltd
 Somax Ltd
B 21 SomersTotalcare Ltd
E 3 Spa Automotive UK Ltd
F 75 Specialist Antenna Solutions
K 5 Springmasters
L 47 Stanford Coachworks Ltd
L 21 Ster
B 32 Stoke Park Finance Ltd
E 39 Stoneridge
M 3 Streaming Video Technology
J 27 Synectics Mobile Systems
G 61 Tachomaster by Road Tech
B 1 TD Tyres
C 26 Tecalemit Garage Equipment
F 77 Telford College of Art & Technology
K 51 Thames Loose Leaf Ltd
G 44 The Chartered Institute of
E 1 Logistics & Transport
F 62 The Freelance Team Ltd
J 21 The Guide Dogs for the Blind Association
G 31 The Motion Picture Licensing Company
K 35 (International) Limited
E 35 The Wright Group
D 9s THHS Ltd (Transport Heating)
F 65 Ticker
J 47 Timespace Technology Ltd
B 1 Towergate Chapman Stevens Ltd
G 1 Transport Benevolent Fund
D 61 Transport for London
H 45 Transport Friendly Society
L 37s Transtech Training Services
K 25 Trapeze Group
F 32 TTC Group
K 45 UK Card Services Ltd
H 35 Unvi Bus and Coach Ltd
F 5 Unwin Safety Systems
B 7 Venair
F 51 ViX
D 9 VL Test Systems Ltd
G 35 Volvo Bus
K 26 Warner Holidays Ltd
F 9 Webasto Product (UK) Ltd
E 41 Wilcomatic
J 51 Wrightsure Insurance Group



Workshop Live with BAE Systems and VOSA



Workshop Live offers hands-on advice to operators from two leading industry organisations.

A leader in the provision of power management, BAE Systems presents 'Towards tomorrow – the hybrid journey', giving the latest information about hybrid technology. The presentation will show how hybrid technology could make your business more successful.

BAE Systems, developer of HybriDrive®, offers a family of hybrid electric propulsion vehicles for transportation. HybriDrive Series powers the world's largest hybrid bus fleet and carries more than two million passengers every day.

After the success of Coach & Bus Live 2009, the Vehicle and Operator Service Agency (VOSA) returns to the NEC with a new presentation titled 'Helping your money and your vehicles go further'.

The presentation, split into three bite-sized sessions, will see VOSA staff guide operators on how they can ensure compliance with the latest road traffic legislation, while at the same time maintaining the roadworthiness of their vehicles.

● **For more information about the sessions, go to www.coachandbuslive.com**



Accessibility Zone

New at the show this year is the Accessibility Zone, featuring accessibleSolutions by Rescroft. The dedicated area brings together a range of vehicles, products and services that are focused on the community transport sector and of interest to local authorities and commercial operators.

Exhibitors are demonstrating a range of purpose-built and specially adapted vehicles showcasing the latest wheelchair lifting equipment and low-floor construction. You will also be able to see a range of safety equipment and specialist seating solutions.

This year Rescroft, the designer and manufacturer of passenger seating, has created accessibleSolutions. This section of the zone features a number of suppliers of vehicles and products to the community transport sector including Nu Track and Euromotive.

accessibleSolutions
by Rescroft

Benefits of CPT membership



The Confederation of Passenger Transport (CPT) will be at the show to give members and prospective members an update on the latest member services.

These include:

- 24/7 Crisis Control
- 24/7 Emergency Operations Helpline
- The CPT website containing more than 1,000 pages of information, news, events and operational/technical advice. It also houses

the compliance manual, covering all manner of subjects including access to the UK market, international journeys, drivers hours, and traffic and operational issues.

● CPT's bi-annual publication, BusinessMatters, together with e-newsline, the weekly electronic newsletter, that provide information on key developments affecting the industry.

CPT has entered into a number of commercial partnerships with leading industry suppliers to offer members a range of exclusive products and services which deliver the benefits of competitive pricing and enhanced service levels.

The products and services include:

- CPT Breakdown Assistance
- Insurance Services
- CPT Legal Assistance
- Complianceplus, a range of compliance solutions that have been developed by the coach and bus industry for the bus and coach industry.
- DKV Euro Service

● **Visit stand J3 or go to www.cpt-uk.org**

RIDE&DRIVE



Are you thinking of buying a coach or bus? Would you like to try your hand behind the wheel of one of the current models before you buy? Would you just like to see how today's models handle?

Coach & Bus Live is giving you the opportunity to do just that with the special Ride & Drive feature of the show.

A number of leading manufacturers and dealers, including ADL, MAN and Volvo, are

giving you the opportunity to get behind the wheel of one of the coaches and buses on display in the outside demonstration area.

Drivers, who must have a valid PCV licence, will be accompanied by a co-driver. You will follow a set route that will take you on to the roads close to the NEC. Marshalls will be on hand in the Ride & Drive area to ensure health and safety regulations are adhered to.

There is no charge to take part in the Ride & Drive activity but you'll need your PCV licence and a valid photo ID. You will also be asked to take an alcohol test before taking any vehicle out on the road.

A full list of the manufacturers and dealers taking part will be on display at the Information Desk.

Take the Challenge

SKILLS TEST



If you want to find out just how good your coach driving is then take up the challenge at the ever

popular Skills Test. Organised by Coach Displays and supported by Volvo, this is a unique and safe opportunity to assess your driving skills on a specially designed course.

Your progress will be monitored by the watchful eyes of leading experts and instructors from the Coach Displays team. They will assess your perception to risk and score marks for your aptitude and skill on the road.

This will be done by monitoring your awareness of external factors and distractions. You will also be tested on your knowledge of road safety and the environment in which you would be

normally driving.

Although this may sound quite demanding and intensive, the activity has been devised in such a way to be both enjoyable and informative.

The objective is to give those taking part the opportunity to refresh their own skills and knowledge, to pick up some useful tips and advice, and to come away being a better driver.

But what is perhaps the most beneficial part of taking part is the opportunity to have an independent and non judgemental assessment of your driving skills – a vital health check for any coach or bus driver.

On each day, the driver who demonstrates the best skills and aptitude on the course will receive a bottle of champagne.

● **To register for the Skills Test go to the Coach Displays stand L45t You'll need your PCV licence and a valid photo ID.**

Training & Development

supported by People 1st and GoSkills

TRAINING & DEVELOPMENT



GoSkills

Working to transform skills in hospitality, passenger transport, travel and tourism

people1st

The training and development of employees is a key element of continued business success. This dedicated section of the show has been specially created to give you direct access to a range of

specialist training suppliers. Exhibitors include organisations and colleges who will give you advice and information on the best programmes and courses for your business.

Tourism with Coach Monthly

TOURISM with Coach Monthly



The growing importance of tourism to the coach and bus industry is recognised this year

along to the CDC Lounge and find out about the latest membership offers.

If you're involved in coach tourism as an operator, supplier or through a professional organisation, you're eligible to receive Coach Monthly, the magazine for the coach tourism community.

with 'Tourism with Coach Monthly', a special area of the show where coach operators can meet with a selection of leading tourist destinations, visitor attractions and industry suppliers. It's an opportunity for operators to find out what's on offer for 2012 and beyond.

Within 'Tourism with Coach Monthly' there's an area for members of the Coach Drivers' Club (CDC). If you're already a member, or thinking about becoming a member, or if you're an operator and wondering if the CDC would be of benefit to you and your drivers, go

● **For more information go to: www.coachmonthly.com www.coachdriversclub.com**

