



Hinssen opens Busworld

Expert Peter Hinssen managed to captivate the whole room during the opening ceremony of Busworld. He told that his grandfather who started the autocar company Diederik Reizen 50 years ago was a true pioneer by offering trips to Lourdes. Given the roads of that time, this was not a piece of cake. However, his grandfather was a visionary who knew that there was a future for autocar tourism.

Peter himself often works in Silicon Valley where he – as a real travel guide – speaks to his fellow travellers in the autocar and tells them about the technological revolution that is under way. The five largest companies and the six major brands worldwide are technology companies; digital technology for that matter. Twitters, Facebooks and other Amazons. A generation ago not known at all and even unpredictable. An Atari gaming console connected to the television in the living room was already a digital revolution for Peter Hinssen!

Today, we cannot phantom going without our smartphones, ten years ago they were reserved for the happy few. Being wirelessly connected to the outskirts of the world seems obvious to us, but 20 years ago there wasn't even such a thing. Technology is always on the move. Robots are made, not to repeat learned actions hundreds of times, but they are fitted with artificial intelligence so they can respond to new or changing situations. Hinssen has a name for this phenomenon: 'disruption'. First OH and then WOW.

The OH because we are a little shocked. Will the robots become smarter than humans and eventually take it all over? The WOW because of the many new opportunities that open up for us. He gave some examples: robots that take over logistics tasks from the staff at Carrefour. Small trolleys that do not deliver your online order at home but trace you through your smartphone to deliver the package wherever you are: in a restaurant, at the school gate or anywhere in the city. Google that makes autonomous cars to bring you from home to work and which search for a parking space themselves or Uber until you want to go back home.

We have all seen autonomous cars and trucks in the media, there are buses who can do it as well. The acceptance is still limited but the trend is no longer reversible. What will the world look like 20 years from now? Hinssen speaks about TODAY, TOMORROW and THE DAY AFTER TOMORROW. Today the technology is available. All kinds of start-ups are throwing new things at the world day after day. Tomorrow the implementation will be full-scale and the day after tomorrow are the opportunities. There is one thing that we must all be convinced of: it will come sooner than we suspect! Our roads will become smart infrastructure, dotted with sensors and all kinds of digital beacons. This must allow the vehicles to drive in an autonomous, connected and intelligent way. Minister of Mobility Bellot added that Belgium is making efforts at European level to get autonomous vehicles allowed sooner,



The whole theatre was hanging on to Peter Hinssen's every word from the very start.

which is a good thing since over 80% of the accidents are due to human error. We must change our mindset, says Hinssen. For our sector, the day after tomorrow means accepting that we will no longer drive our customers from A

to B by bus. We will offer mobility as a service. We will have to change our way of working, our bus operator culture thoroughly. That is the challenge we are facing now. Just like my grandfather was 50 years ago.

Who is Peter Hinssen?

Peter Hinssen (23 August 1969) is an internationally renowned technology entrepreneur and author. He gives lectures all over the world on the impact of technology on society, and the digital world that he calls the new normal. He is a widely sought-after keynote speaker at IT conferences around the world. He is a lecturer at various international business schools such as London Business School, TiasNimbas Business School, Vlerick Management School and Antwerp Management School. In the second half of 2010, he was asked to act as a special adviser to the Belgian government for the development of the IT strategy 2020.



Irizar i8 Coach of the Year

The Irizar i8 has been named Coach of the Year 2018 by the European trade journalists. The Irizar i8's predecessor was the Iveco Magelys. Chairman of the jury Tom Terjesen said at the award ceremony that the most important words of his colleagues while testing the Irizar were "wow" and "excellent". Not only the



design, but also the driver's work station and the high comfort scored very well.

Lion's Coach takes it all MAN also gets Award for comfort and design

For the first time since their foundation, MAN has won the Grand Award Coach with their Lion's Coach. On top of that, they also went home with the Award for comfort and design. "I couldn't be any prouder", says Rudi Kuchta, head of Bus Sales at MAN Truck & Bus. "Winning a Grand Award at world's best exhibition with an ever-increasing international character not only creates trust in our customers, but also in all our employees who helped develop and market the new Lion's Coach".

For Kuchta, the Grand Awards on Busworld have highest value in the bus industry. "That we are given the honour to take the Grand Award Coach home is really awesome. Even more if you know



Rudi Kuchta could not be happier with the Grand Award Coach for MAN's Lion's Coach.

that there were eleven other candidates this year. This Grand Award is always a plus, especially because the winner is chosen by a professional jury". The new Lion's Coach is marketed just below the Neoplan Tourliner. Kuchta does not fear any cannibalism as the Tourliner mainly aims for the premium segment. The Lion's Coach is configured differently but those who like the look and feel of the Lion's Coach can easily upgrade their touring car to the premium segment. The Lion's Coach comes in four ver-

sions. Striking: the wheelchair user lift is located below the first axis, which has the great advantage that no cargo space is lost. The new Lion's Coach is headed to a successful future. Kuchta is pretty confident. Figures do not lie. Look at Belgium. MAN has been claiming the leading position there. We are certain this leading position will not be compromised this year, since already thirty touring cars of the youngest generation have been ordered so far.



Busworld Awards

hit the spot right away

The Busworld Awards, formerly ECW, hit the spot right away. A record number of buses and coaches signed up for the elaborate tests on ecology, comfort, design, safety and innovation. All vehicles also competed for the Grand Award Bus or Coach. A professional jury was busy from early in the morning until late at night to subject all vehicles to elaborate tests. The Grand Award Bus was for the Mercedes Citaro Hybrid and the Grand Award Coach for the MAN Lion's Coach.



Safety label: Citaro Hybrid



Ecology label: Yutong



Comfort label: Iveco Crealis



Design label: BMC Neocity



Design label: Mercedes Tourismo



Ecology label: Citea Electric



Innovation label: Aptis

Busword TV hits the air

As tradition goes, the duo Alain Declercq and Stefaan Kerger deliver a video report of Busworld every day. For the Grand Awards tests last Saturday, they were assisted by photographer Patrick Holderbeke. With his drone, he shot beautiful views of the site. The daily reports can be found on <https://www.youtube.com/user/busworldtv>.



Volvo pays tribute to Kortrijk

At Busworld 2017, Volvo launches a special Busworld Edition Kortrijk version of the Volvo 9900 and 9700 as a tribute to the hospitality of the city of Kortrijk and Busworld they have enjoyed all those years. Both coaches offer the best of what Volvo has in store. These high-end versions are produced in limited series and are sold from today until the end of the year.

For decades, Kortrijk was the best venue for Volvo to meet its customers and to

present their product range in a professional way, according to Stefan Guttman, Vice President Commercial Development Europe at Volvo Bus.

What is it that the Kortrijk version offers that others do not? Apart from the familiar high comfort, the Kortrijk version of the Volvo 9900 and Volvo 9700 feature unique indoor and outdoor badges and design elements, specially designed seat covers, an auto-reduction chassis and the

Volvo system 'I See' that analyses the road for you. That saves fuel.

The full safety equipment includes the following features: blind angle camera, Volvo Dynamic Steering System, lane keeping support, adaptive cruise control, collision warning with emergency braking, knee shock protection, front collision guard, front under-run protection system and additional lighting for better visibility.



The seat covers were also specially designed for the Kortrijk version.

Busworld: facts and figures

- The final edition of Busworld in Kortrijk welcomes 376 stand holders from 36 countries. Busworld was forced to disappoint over 70 companies due to lack of space. Kortrijk Xpo's 51,230 sqm, including the 13,000 sqm of tents, are occupied to the very last millimetre. The temporary halls even cover the pond. Visitors who come through entrance Noord literally cross the water.
- 90 companies are on the waiting list, all together they would occupy another 10,000 sqm.
- The manufacturers present a total of 311 vehicles, 231 of which inside and 80 of which outside the halls.
- The side programme is busier than ever, with among others the IRU & Busworld Academy International Coach Conference, the India Day, the Hungarian VIP event and the UITP – Busworld International Bus Conference. Read more about this on www.busworld.org.



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