

# newsletter

smart move, a joint industry campaign to increase the use of buses and coaches and achieve sustainable mobility for all



#16 - January 2012

We kick off the new year with many exciting smart events to come in the year ahead which you are cordially invited to join, to get a view of latest vehicle technologies in Busworld Turkey and (re)discover the advantages of long distance travel by bus and coach at the IRU workshop, and the IRU 2nd IRU/EU Road Transport Conference.

The popularity of buses and coaches continues to grow, as the US, India and Italy are increasingly relying on buses and coaches for long distance mobility as an economically and environmentally attractive alternative to rail and air travel! Better on-board services, such as wi-fi, have also helped attract new customers and turn years of decline into modern success stories. Last but not least, new Bus Rapid Transit schemes across the globe keep making the case for bus being the most affordable yet user-friendly and efficient solution to urban mobility needs! We hope that these compelling stories will encourage you to keep making the Smart Move in 2012, at individual and political levels!

## IN FOCUS

### Workshop - Long distance bus and coach travel in Europe: Register now!

On 29 February, leading representatives from the EU institutions, European member states, academics, and transport operators of long distance bus and coach lines will come together to share best practice and examine opportunities and challenges of expanding long distance travel by bus and coach across Europe. This event will take place in Brussels, in the morning of the prestigious IRU/EU 2nd Road Transport Conference on "Efficient Solutions for Making Road Transport Greener", which will feature keynote speakers such as Henrik Dam Kristensen, EU Transport Council President and Danish Minister for Transport, and Siim Kallas, EC Vice-President and European Commissioner for Transport. View the programme and register for the [Workshop / Conference](#)



WORKSHOP

## DID YOU KNOW?

**In Europe and China alone, the bus and coach industry employs near to 30 million people? That is enough to give every single person in Peru a job!**

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## NEWS

### Buses smarter than train and plane



At the ANAV (Italian bus and coach federation) conference held in December in Rome, results of academic research into passenger transport over long distances using quality criteria and journey costs managed to surprise the audience: the bus is likely to be winning over airplane and train.

[Read More](#)

### US intercity buses to cut costs and CO2 emissions - The Smart Move!



Replacing subsidised air travel with inter-city buses would cut costs by 68% and CO2 emissions by 63,500 tonnes per year, research has found.

[Read More](#)

### Bus Rapid Transit officially better than trams and trains



An independent study on Bus Rapid Transit (BRT) in US cities confirms BRT as the best mobility solution over rail-based options for costs, flexibility and efficiency. City authorities should make this smart move!

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### India gets smart on long distance lines

Indian authorities have massively invested in new deluxe

## PRACTICAL SOLUTIONS

### Multi-modal travel info app expands to other smartphone networks

Multi-modal travel information via a smartphone has been extended in Scotland and Wales with the launch of two new apps for Blackberry and Android, showing live and scheduled bus times at selected stops.

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## EVENTS

### Long distance bus and coach workshop

Brussels, Belgium, Feb 29 2012

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[2nd IRU/EU Road](#)



vehicles, making long distance transport by bus safer and more appealing to citizens in southern India. Long distance bus passengers in southern India will benefit from 3000 new buses for the state-run long distance bus companies. The new buses will begin appearing on southern India's roads from February 2012.

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**Affordability and free wi-fi lifts US bus passenger numbers**

User-friendly onboard Internet service, low fares and high fuel costs get car users increasingly on buses, reversing a 46-year decline of the bus industry, once viewed as a last resort.

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**Spain makes the smart move**

See the interview with Ruben Prada Garcia, Vice President of the Spanish federation ASTIC about why Spain made the Smart Move.

[Watch interview](#)

**New Smart Move media partner**

Smart Move is happy to announce that [www.chauffeurdecar.com](http://www.chauffeurdecar.com) has joined the campaign as a new media partner. Chauffeurdecar.com is an informational website dedicated to French-speaking coach operators in France, Belgium and Switzerland. We look forward to our future collaborations in promoting the global use of buses and coaches as an affordable, efficient and safe transport alternative.



**Transport Conference**

Brussels, Belgium, Feb 29 2012

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- » Unsubscribe from newsletter
- » Publisher: Juliette Ebélé, International Road Transport Union (IRU)

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