



A Customer Magazine from Volvo Bus Corporation #1 2010

ON THE MOVE

New 13-litre engine
"Driving ability fantastic"



Volvo 7700 Hybrid
- A natural choice for PostAuto

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4. PostAuto in Switzerland find Volvo 7700 Hybrid most suitable for rural traffic.



8. Bus operator Mikael Hellberg likes the fuel efficiency and driving ability of the new 13-litre engine.



10. For 34 years, Reg and Yvonne Clark has run a very successful bus enterprise in Queensland, Australia. Volvo B12BLE is part of the success.



14. Volvo Buses in Denmark has been very successful in improving the aftermarket offer by training and education of mechanics.



18. Prior to the 2010 FIFA World Cup, several South African cities are investing in BRT systems. Two of the three cities have selected Volvo as its supplier of buses.

The Volvo Group has strong focus on buses

The bus sector is one of the most inspiring but also one of the most demanding sectors in the automotive industry. Buses must manage everything from intense city bus traffic for which there are major demands on speed, capacity and environmental friendliness, to the most luxurious coaches with high demands on safety, comfort and low fuel consumption.

Succeeding as a major global player means that we must focus on the customer, and use our long experience of bus operation in six continents. Volvo Buses holds a unique position by belonging to a globally successful industrial Group with a distinct focus on buses and coaches.

We operate as an independent bus division, which means that we can satisfy local bus and coach requirements in our various markets by deploying the latest technology and through using volume advantages. At the Volvo Group, we jointly develop such features as engines, transmissions, new safety solutions and telematics. Base components are manufactured in large volumes, which lower costs. Collectively at the Group, we also have one of the world's largest networks of spare-part warehouses and workshops within which we develop bus centres. However, since Volvo Buses is a separate company, we have the ability to independently adapt all of that which is developed by the Volvo Group into competitive solutions for the bus sector.

In this issue of our customer magazine, you can read about several examples of this process. Our new 13-liter engine, for example, is the same base engine that has been successfully used by the Group's truck company for several years. However, the version that is used in Volvo Buses' vehicles is specifically adapted for coaches. The initial reaction from customers is that we have managed to create a high-performance engine with low fuel consumption. And as a result of Volvo's joint hybrid solution, we are the first company in the world to mass-produce a hybrid bus with our own driveline.

As President of Volvo Buses, I am proud of the opportunity to manage a company whose sole focus is on creating competitive transport solutions that surpass the intense demands in the global bus and coach sector.

Håkan Karlsson
President & CEO
Volvo Bus Corporation



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PostAuto operates the Volvo 7700 Hybrid on rural routes

Most of PostAuto's routes in Switzerland are in rural areas. The company has wanted to try hybrid technology, but had not seen any bus that was suitable for this type of traffic.

"However, when Volvo presented its Volvo 7700 Hybrid, we immediately decided to purchase one," says Werner Blatter, who is a member of executive management at PostAuto.

Text & Photo Per-Martin Johansson

Switzerland is a country of many symbols. One of the more powerful symbols is the image of yellow post buses against a background of snowy Alps or flowering fields. This image was created from 1906, when PostAuto was founded. Today, it is the largest bus company in Switzerland, with more than 2,000 buses in its fleet.

"We regard our history fondly, but a bus company does not survive for 100 years on nostalgia alone," says Werner Blatter, Head of Logistics. "We must constantly be innovative."

"As Switzerland's largest bus company, we have a responsibility and the resources to lead the way in terms of testing new solutions, particularly in the area of technology."

No hesitation

The company has closely monitored developments in the hybrid area, and has seen evidence that hybrid buses can function well in congested urban traffic. However, PostAuto has most of its routes in rural areas and the hybrids available in the European

market are not adapted for this type of traffic.

"However, as soon as Volvo Buses presented its parallel hybrid in autumn 2008 and announced that it was not only well suited for urban traffic but also for stops that were further apart, we did not hesitate to promptly order a bus," says Werner Blatter.

Environmental model

He foresees two major advantages with hybrid technology; improved fuel economy and reduced environmental impact. For PostAuto, the two are equally important.

"In many regards, Switzerland is a model country in the environmental area," says Werner Blatter. "Despite not being a member of the EU, we comply

with EU regulations but also often have domestic regulations that go one step further. For example, we implemented a particle filter on our buses already ten years ago."

"If we can contribute to reducing energy consumption and emissions of the greenhouse gas carbon dioxide, and further reduce other hazardous emissions by using hybrid technology, this will be entirely in line with the mandate given to us by politicians and residents of Switzerland."

Naturally positive

However, PostAuto also has profitability requirements. The company annually consumes 35 million liters of diesel and it would be important if hybrid technology could contribute to



"There are two major advantages with hybrid technology; improved fuel economy and reduced environmental impact"

Werner Blatter, Head of Logistics, PostAuto



reducing that cost. This is particularly applicable since the price of diesel is ultimately expected to rise.

"If hybrid technology can reduce fuel consumption by 20 to 30 percent, it would naturally be positive," says Werner Blatter. "However, we must take into account such factors as the higher price of the bus and maintenance costs. This is among the aspects that we want to assess by operating the first bus on our daily routes."

He is convinced that the hybrid buses will ultimately comprise a major share of bus fleets, although he does not know the exact size of the share. However, he does not believe that this is the technology of the future.

"I view hybrid technology as a transitional solution for perhaps the com-

ing ten to 20-year period. After which we will probably have to identify solutions in which we can manage without diesel oil. Whether this turns out to be hydrogen buses, electric buses or another solution is as yet unknown."

Regenerative capital

PostAuto has contracts with a considerable number of bus companies, who operate routes independently. Steinerbus AG in Ortschaften outside Bern will use the new Volvo 7700 Hybrid.

"It is incredibly exciting to be the first to have this new hybrid bus," says owner Dominik Steiner. "My drivers, mechanics and I all enjoy testing new technology and continuously learning."

At the time of writing, he had only

had the bus a few days but he and about 15 of his drivers had already driven the new bus and the first impression was positive.

"It is not difficult to drive, but has to be driven somewhat differently, slightly more gently, to really capitalize on the regenerative brakes."

Bigger savings than expected

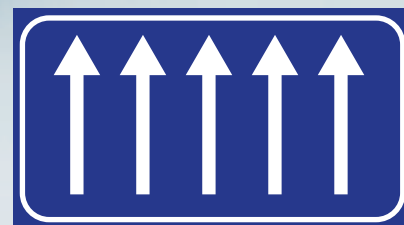
When Volvo Buses launched its hybrid project, the company expected to reduce fuel consumption by up to 35 percent in congested urban traffic and by about 20 percent in exclusively inter-city traffic with stops that were far apart. However, the field tests that were conducted showed that inter-city traffic generates savings of as much as about 25 percent.

"We have only been driving it a few days to date, but initial calculations indicate that our fuel consumption is about 25 percent lower than with normal diesel buses," says Dominik Steiner. "If we can maintain this level, it would be very positive."



"initial calculations indicate that our fuel consumption is about 25 percent lower than with normal diesel buses"

Dominik Steiner, owner of Steinerbus AG



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More substantial fuel savings than anticipated

The first of Volvo's hybrid buses have now been in service for about a year. The buses have functioned well and fuel savings have been even higher than anticipated.

Text Per-Martin Johansson Photo Volvo

About one year ago, the first field tests commenced with one Volvo 7700 Hybrid in Gothenburg and six of Volvo's hybrid double-deckers in London. In addition, two versions of the Volvo 7700 Hybrid were used as demonstration vehicles for customers during short test periods in Europe and in more formal comparison tests. The first buses ordered by customers for commercial purposes have also been put in service.

Highly positive

To date, the experience has been highly positive, particularly with respect to fuel consumption.

"Our goal was to achieve about 30 per cent saving in congested urban traffic and about 20 per cent in intercity traffic, where bus stops are fewer," says Edward Jobson, Environment Director of Volvo Buses. "Now we know that we can achieve the goal in general and will even surpass it in most cases."



Edward Jobson,
Environment
Director of Volvo
Buses

The buses currently in service have a saving of up to 35% in fuel consumption in congested urban traffic and a 25-30% saving in other traffic. In some cases, the saving is even higher.

Reliable technology

The operations for the first year also demonstrate that the technology is reliable and the buses function as expected.

"Of course, the field-test buses have experienced some initial problems with all the new technology," says Edward Jobson. "But, they were mostly minor problems, for which our engineers were able to find excellent solutions."

"We currently have a finished product, which we have started delivering to customers on a commercial basis. To date, we have orders for some 60 hybrid buses and serial production commenced in the spring."

A main reason for the low fuel consumption and reliability of the buses is that Volvo decided to develop a proprietary hybrid solution using its own well-tested components as the basis.

"It was necessary, since there were no key components such as electric engines and battery systems that corresponded to our demands for reliability and fuel savings. When we eventually decided to develop the key components ourselves, we did not have to eliminate any features."

Recycled energy

The basis of the fuel savings in a hybrid bus is that the brake energy is

recycled. However, in Volvo's parallel hybrid, it is only part of the explanation for the very low fuel consumption.

Due to the parallel hybrid, the diesel engine and electric engine can be used independently or jointly. This means that a five-liter diesel engine is sufficient, which contributes to the low fuel consumption.

Volvo's proprietary and highly efficient I-shift transmission also contributes, as well as the function whereby the diesel engine switches off at bus stops. It restarts when the electric engine has accelerated to about 20 kilometers per hour.

"Another key contributory reason is that several of the auxiliary systems are electrically operated," says Edward Jobson. "This applies to the air compressor, air conditioning and the steering-servo pump."

Increasingly, scientists and environmental authorities throughout the world are advocating the importance of reducing our total energy consumption. It is no longer enough to only reduce consumption of fossil fuels if we are to overcome the environmental problems.

"The low fuel consumption offered by Volvo's hybrid buses will make a contribution to global energy reduction," says Edward Jobson.



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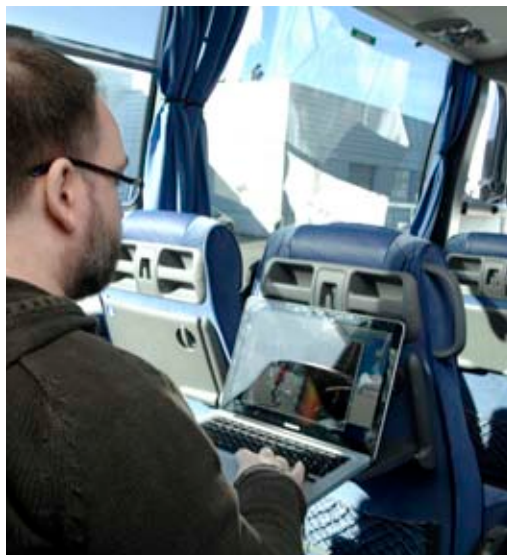


The new 13-litre engine “Fuel consumption reduced with more than five percent”

“I think the new Volvo 9900 will be a big seller, attracting new customers to the brand.” This strong acknowledgment comes from Mikael Hellberg, the first buyer in Sweden of the Volvo 9900 with the 13-litre engine.

“As far as I can tell, the fuel consumption is reduced by more than five per cent and the driving abilities are fantastic.”

Text Håkan Hellström Photo Stefan Svensson



The coach is equipped with wireless network.



Mikael Hellberg, the first Swedish owner of the new Volvo 9900.

The Volvo 9700 and Volvo 9900 have been relaunched in upgraded versions, including a new, more powerful and fuel-efficient 13-litre engine, D13, that replaces the previous 12-litre engine. The new diesel engine offers improved power and driveability, but also consumes less fuel than the 12-litre engine. It lowers fuel consumption up to five per cent compared to the 12-litre engine.

Crazy about buses

Mikael Hellberg was crazy about buses already as a child; he couldn't get enough of them. The interest stayed with him until he finally decided to make a business out of it. In 1995 he bought his first bus, a used 22-seat Renault.

"I started to run a bus service for local football teams, taking them to and from matches," he says. "I did the driving myself and I still do, but today with the help of staff and fill-in drivers."

In the coming years, he invested in bigger, but still used, coaches. In 1999 he decided to put more effort into his bus company.

"At this time, I began to transport the local handball teams from Skövde, who have been very successful in the top Swedish divisions. During the seven years that we have been driving the women's team, they have at least reached the final each and every year.

It must have something to do with the transport," he says and laughs.

Strength in service network

In 2003, Mikael Hellberg bought his first Volvo, a Volvo 9700.

"This was also the first brand new coach I bought since I started my business," he says. "Today, I have nothing but Volvo coaches, and would never consider buying anything else. The strength of Volvo is not only the coach itself but also the service network. We have a very good relationship with the service centre in Skövde."

Two years after his first Volvo, he purchased his first coach with Volvo's automatic gear shifting system I-Shift.

"I-Shift produces an incredible soft driving. There is nothing on the market that can compare to it," he says.

Mikael Hellberg has experience of both Volvo 9700 and Volvo 9900 with the old 12-litre engine. In February 2010 he became the first in Sweden to get the new Volvo 9900 with the 13-litre engine.

"During the first few months, we have only driven the new 9900 about 6 000-7 000 kilometres, but it is obvious that the fuel consumption is considerably lower. I would say it is more than the five per cent that Volvo is claiming. It will be very interesting to follow the development of the fuel consumption of the bus in the future."

"In combination with so many other Volvo features, such as the I-Shift, I think that Volvo Buses will find many new customers with the 13-litre engine," says Mikael Hellberg. "It is very smooth and easy to drive."

Design with exclusivity

"I also really like the new interior design in the 9900; very comfortable with a feeling of exclusivity compared to other coaches," Mikael Hellberg says. "The sloping window line also gives the coach a more luxurious look. The only thing I think is unnecessary is the separate driver door, but perhaps other drivers appreciate it more than I do."

Mikael Hellberg equips his coaches with the latest in home entertainment, and the new 9900 fits right into that ambition.

"We have for example added a wireless microphone for the guide, a modern DVD and sound system where it's easy just to plug in your iPod," he says.

And of course, there is wireless network onboard every coach.

The driver-sleeping compartment in the 9900 is more spacious than usual, giving the driver a well-deserved chance to rest during stops.

"There are many details on the 9900 that gives it an edge over its competitors," says Mikael Hellberg.



A well-planned journey

In 1976, Queensland husband and wife, Reg and Yvonne Clark, noticed a need for a local school bus service and purchased a single bus. 34 years later, Clarks Logan City Bus Service has one of Australia's largest privately-owned fleets and a staff of 176.

Text Samantha Lenton Photo Cassy Eather

"Reg saw the opportunities – he was the visionary in the early days and I supported him completely. Pretty soon we both shared a strong vision for our company," said Yvonne. "There was – and still is – a huge demand for reliable public transport in this area and the challenge has always been to keep ahead of the growth."

Urban focus

"We always planned to expand our services to include travel to and from the city instead of purely local services."

"There are new challenges facing bus operators, including managing emissions and ensuring easy access for disabled customers whilst experiencing significant growth"

Graham Davis, General Manager

When the opportunity arose in 1987 to purchase another local company, we jumped at the chance as this created the platform to provide city services for EXPO88 and then on an ongoing basis. The acquisition of that company not only jumpstarted the enormous business growth that we still experience today, but also more than doubled our fleet in one step. This growth meant that, in 1997, we decided to focus solely on urban transport."

More capacity

Urban transport requires a different type of bus – one that can stand up to the rigours of urban routes and as many as 60,000 kilometres per year.

"We needed to move to a heavy duty chassis with low floor accessibility, urban-style seating and better flow for passenger movement. These new buses would need to be far more durable as well as powerful and fuel efficient," said Yvonne.

"The Volvo B12BLE chassis was very appealing and had more capacity than any other bus we'd seen, but it was a gamble because it was untried in Australia at that stage. We decided to purchase five buses and see how they went," said Reg. "Volvo promised to support us completely through the trial and have continued to do so throughout our relationship. We've never looked back."

Fleet modernisation

When the Queensland transit authority, TransLink, was established to integrate fares and ticketing systems, provide better public information about transport options and guarantee service levels, the Clarks applied for a contract immediately, knowing it was the key to continued growth.

"Our TransLink contract drove our fleet modernisation while our service delivery skyrocketed," said Reg. "The company acquisition in 1987 and the TransLink contract are the two main strategic moves that have seen us maintain growth at between 10 and 13 per cent year after year, constantly adding new services."

Frequency is the first aim of a new service, followed by capacity, according to Yvonne.



"We manage frequency by continuing to add more buses to our fleet – next year we'll have 98 B12BLEs in our fleet including two two-door articulated buses and two three-door 'super buses'. The regular B12BLE units seat 55, while the articulated and super buses seat many more, increasing capacity," said Yvonne.

New challenges

Much has changed since the first school runs in the 1970s. From a single, privately operated bus with 20 passengers that first day, the company now carries more than 25,000 passengers a day.

The Clarks remain active business managers, although they have passed much of the day-to-day running of the company to General Manager, Graham Davis.

"There are new challenges facing bus operators, including managing emissions and ensuring easy access for disabled customers whilst experiencing significant growth," said Graham. "We take these challenges very seriously and look forward to another 34 years of prosperity."



The growth trend continues

Volvo Buses has had impressive growth in the Australian market over the latest five years. Unit sales have increased by a remarkable 121 per cent in the five years from 2005 to 2010.

"From 2009 to 2010, it looks like we will almost double our sales so the industry and Volvo Buses sales have never been stronger," says David Mead, General Manager at Volvo Bus Australia.

Australia was Volvo Buses' eighth largest country market in 2009.

"The big increase in unit sales is due largely to a number of new contracts, with both private and government customers," says David Mead. "Our business has changed to a point where there are definitely more customers tendering their business and Volvo Buses has been more successful than ever before in winning them. This shows that Volvo Buses have a complete solution right now with very competitive products that are delivering efficiency and productivity to customers, great after sales support and a dedicated and committed team of bus specialists."

Focus on aftermarket

The aftermarket and our ability to utilise the retail network has been a real focus in recent years.

"In the last two to three years, we have invested time and resources into training bus technicians within in our dealer network, an initiative that is now yielding great results", adds David Mead.

The sales aim for 2010 is now 600 buses, more than double the sales of 2009.

"We are well on our way in reaching our goal," says David Mead. "We have a fantastic team and extremely strong culture at Volvo Bus Australia. This results in a very strong focus on our customers that is delivering extremely high levels of customer satisfaction and most importantly, repeat business."



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Volvo Buses wins prestigious safety award

Volvo Buses has been awarded the Swedish Traffic Safety Award for 2010. The company won the award for introducing an alcolock, especially designed for buses.



The prestigious Swedish Traffic Safety Award, "Stora Trafiksäkerhetspriset" is awarded by a number of Swedish trade magazines reporting on bus traffic, transport and logistics. The main partner is the Swedish Motor Vehicle Inspection Company. Volvo Buses received the award in one of the three main categories; the category for companies that actively develop products and services for transport of passenger and/or goods by road, an area where safety is very important.

The jury's motivation was that Volvo Buses was recognized for producing an alcolock especially designed for meeting the requirements of the bus industry, including making it pos-

sible for faster changing of the driver in traffic. The technology allows the engine to be started without a breathalyser test, but the brakes will remain locked until the new driver passes the test.

The Alcolock breathalyser is one of many innovations within the field of safety from Volvo Buses. The company was the first to launch an enhanced front end structure on its buses to protect the driver in a collision, and to introduce a front underrun protection that prevents a car from wedging under the bus in a collision.

Big coach order in Mexico

Volvo Buses has secured an order for 323 coaches in Mexico. Most of these will be delivered in 2010.

The order for 323 coaches is from the customer IAMSA, which has the largest bus fleet in Mexico, with about 10,000 buses and coaches, of which approximately 2,400 are Volvo coaches.

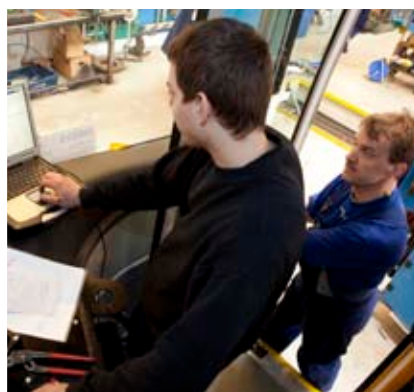
The order is for the Volvo 9700. Half of the coaches will be equipped with Volvo's 12-liter engine and half with the new, more fuel-efficient 13-liter engine. The latter meets the strict new environmental requirements of Euro 5, which was introduced in Europe in October. In Mexico, only Euro 4 is the requirement today.

Volvo and IAMSA have a close cooperation and, prior to this order, a number of work groups were

involved in identifying the solutions required by IAMSA for its business. These included the specifications for the coaches, financial solutions and aftermarket support.

The buses will be manufactured in Volvo Buses' plant in Mexico City.





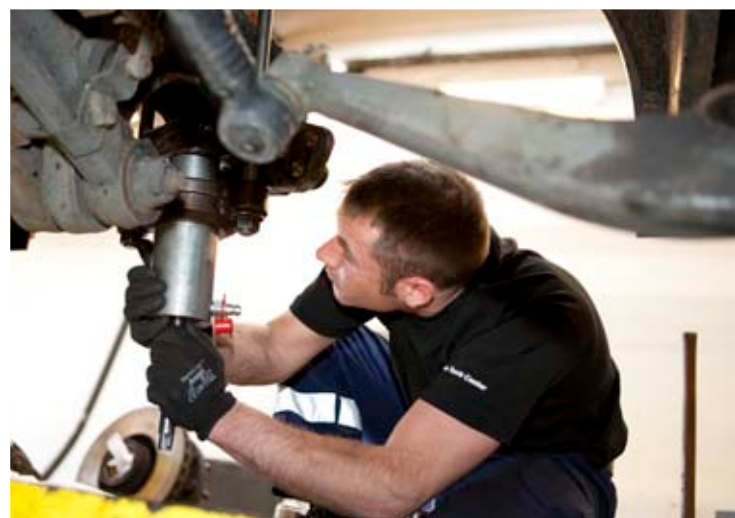
"When the bus workshop is extremely busy we will take advantage of the resources of the truck centre to minimize our customers' downtime"

John E Nielsen, After Market Manager, Volvo Buses Denmark



"Volvo makes a big effort to learn about our specific demands at every service event and gives us fast feedback."

Michael Mikkelsen, Technical Manager of Nobina Denmark



A new level of knowledge

– Volvo Buses' successful way to more effective service

Volvo Buses has made a worldwide effort to raise the level of education and training among its service personnel.

The company's facilities in Denmark have been very successful in creating an environment for effective service of exceptional quality.

"A fully booked workshop shows that the customers have responded very positive to our training initiative," says John E Nielsen, After Market Manager of Volvo Buses Denmark.

Text Håkan Hellström Photo Tomaz Lundstedt

This particular workshop is the Volvo Bus Center in Taastrup in the southern part of Copenhagen, situated next door to the local Volvo Truck Center. The Bus Center is part of an extensive network of Volvo Bus service facilities across Denmark, including a Volvo Bus Support Center that provides training for both customers and Volvo Bus personnel.

"The proximity to the Volvo Truck Center provides a great advantage for us," says John E Nielsen. "When the bus workshop is extremely busy we will take advantage of the resources of the truck centre to minimize our customers' downtime."

High know-how

The level of know-how proved to be generally very high at Volvo Buses' different facilities in Denmark, when the technicians' skills were surveyed two years ago.

"It became obvious as their knowledge were rated in a number of different categories," says John E Nielsen. "The categories included general product knowledge about body and chassis, as well as specific knowledge, for example about the I-Shift gearbox, engines and suspension. It also included knowledge of the different workshop information systems."

The technicians were rated from 1 to 5 in each category, where the vast majority was given 4's and 5's.

"The next step was to select those with the highest rating to become Bus Key Technicians," says John E Nielsen.

Five technicians from Taastrup went on to the Key Technician training. During the programme, self-studies were mixed with team training in different areas, such as troubleshooting strategies, service information systems and technical knowledge. In total, 15 Volvo Bus technicians in Denmark left the training programme with a Key Technician diploma.

"The training not only benefits the Bus Key Technicians, but also the rest of the workshop personnel," says John E Nielsen. "I think the experience has boosted the confidence and lifted the standard of the entire workshop – and will continue to do so. Many realize that they are not too far behind those who became Key Technicians."

Forces you thinking in a new way

Anders Jacobsen has worked at the Volvo Bus Center in Taastrup for 12 years, a tenure not at all uncommon at the workshop. He is also one of the five appointed Bus Key Technicians.

"The training definitively made me feel more confident when talking to customers," he says.

Bus Key Technician Claus Hansen has been working in the workshop for 16 years.

"The training was a confirmation of your knowledge, that you have the

skills needed," he says. "But it also provided you with the tools needed to find new information and knowledge, because you constantly have to keep improving yourself. Somehow, the training forces you into a new way of thinking that is very healthy."

"The training programme has been a success, and we will continue to work in this manner," says John E Nielsen.

Satisfied with the service from Volvo

Michael Mikkelsen is the Technical Manager of Nobina Denmark, previously known as Concordia and the biggest personal transport company in the Nordic countries. Today, Nobina Denmark operates city bus traffic in Copenhagen, intercity and regional bus traffic in Northern Sjælland and Central Jylland.

"We operate about 144 buses, of which 58 receive service from Volvo," he says. "As we don't have any workshop of our own, we are dependent on a reliant and effective service provider. We are very satisfied with the service we receive from Volvo."

Michael is a familiar face at the Volvo Buses workshop, the visits are frequent and they are in contact practically on a daily basis:

"If not in person, at least by telephone," says Michael Mikkelsen. "We have an excellent dialogue, as they have a very open attitude – both the managerial staff and the mechanics. Volvo makes a big effort to learn about our specific demands at every service event and gives us fast feedback."

One of the strongest service offers on the market

Volvo Buses is one of the world's leading manufacturers of buses and coaches. But the success is not only due to the bus itself, as more and more customers discover what Volvo Buses can offer in the aftermarket.

Volvo Buses can provide a wide range of aftermarket services in the areas of financing, servicing, vehicle diagnostics and traffic information systems.

Text Håkan Hellström

"It is obvious that Volvo Buses not only is a leading bus manufacturer, but also a leading supplier of transport and service solutions," says Tore Bäckström, Senior Vice President for Volvo Buses' North and South America business area. "As in other parts of the world, Volvo Buses has strengthened its aftermarket position in North and South America, and is today providing a wide range of aftermarket services."

"One example is Volvo Action Service, that offers round-the-clock roadside assistance to drivers anywhere both in Europe and North America. This unique service will maximize our customer's uptime by quickly managing service, repairs or any other issues out on the road."

"In North America, the Prevost Service Centers and Prevost service providers also offer a full service to all Volvo coaches," says Tore Bäckström.

Volvo Buses has a wide-ranging distributor network for aftermarket services with servicing and spare parts distribution at 1,500 workshops located in over 80 countries.

Volvo Service Contracts and Genuine Volvo Parts are two more examples of Volvo Buses' service offer.

"Volvo Service Contracts are increasingly popular in Latin America," says Tore Bäckström. "Genuine Volvo Parts is the best way to ensure that your Volvo bus continues to produce top results."



Service network across North America

The Prevost service network in USA and Canada is an important part of the Volvo Buses aftermarket services.

"Prevost Service Centers is a full-service provider to all Volvo coaches," says Guy French from Prevost.

Seven Prevost Service Centers are spread across the North American continent, from coast to coast. The service centres provide a complete range of

services for coaches, buses and motor homes. The services are available for all models and makes. Shop capabilities range from routine maintenance and mechanical repairs to cosmetic upgrades and major accident repairs.

"We are in an expansion stage at the moment, and hope to reach ten service centres within five years," says Guy French, Director of Service at Prevost. "We also have a large network of approximately 100 service providers in North America, and it accommodates all Prevost vehicles, including Prevost and Volvo brand coaches."

Prevost qualifies and carefully choo-

ses each of its service providers. All service providers are specially trained by the Prevost team in order to meet the requirements of the customers.

"Both Prevost Service Centers and service providers follow the Prevost Red Carpet Policy, ensuring that all customers receive the highest quality service in the industry," says Guy French.

Prevost, owned by Volvo Bus Corporation, is a leading manufacturer of premium intercity touring coaches and the world leader in the production of bus shells for high-end motor homes and special conversions.

ITS4Mobility

– a flexible traffic control system

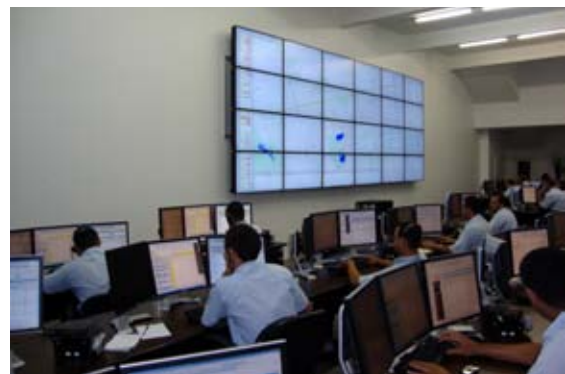
The world's largest ITS4Mobility telematics system is presently being installed in the Brazilian city of Goiânia. The system will provide passengers on 1,400 buses with real time information.

ITS4mobility is Volvo Buses advanced technological platform that supports the bus operators' control of bus operations and provides passengers with information at bus stops and on buses. The system gives traffic controllers the opportunity to monitor all of the buses in real time. For passengers, ITS4mobility features electronic boards

at bus stops that show when the next bus will depart, while on board, there are electronic displays and automatic loudspeaker announcements of the next stop.

"ITS4Mobility has the advantage that the system can be used for all makes of buses," says Per Gabell, Head of Volvo Buses in Latin America. "In Goiânia for example, none of the 1,400 buses is a Volvo bus."

"It also means that the system is very flexible and the telematics solution is highly adaptable for each customer's needs and demands," he says. "There is a big interest in telematics solutions at the moment, and Volvo Buses has the strength to support customers of all sizes and types.



The project in Goiânia shows that we have the skill and capacity to implement even the largest systems."

Refurbishing gives your bus an upgraded, longer life

The Volvo Buses Refurbishment Centre in Mexico City has become an instant success within three years of its creation.

"Many of our customers refurbish their bus or coach to an even higher standard than before," says Hugo Gallo, After Market Manager of Volvo Buses in Mexico.

What started as a small workshop next to Volvo Buses' factory in Mexico has now become a large refurbishment centre, with 45 employees and several hundred buses and coaches refurbished each year.

"We are really benefitting from the proximity to the factory and can provide an unique service to customers all over Mexico. A refurbishments offer significant benefits at much lower

costs," says Hugo Gallo. "There are a great variety of requested jobs, from a new paint scheme and upgraded entertainment centres to a new bus layout. There have been requests of instalment of a second toilet to a coach, which is just one example of an upgrade to a higher standard."

Most of the buses that come in for a refurbishment are 6-7 years old, at a time when most operators downgrade their buses to a lower service segment. But with the refurbishment, the bus gets an extension of life.

"Our customers are companies of all sizes, from single-bus operators to big companies that refurbishes 70 buses at the same time," says Hugo Gallo. "This is a part of Volvo buses complete service offer, and the customers have been very positive about this cost effective way of increasing the life span of the bus and we are recognised for our level and standards of work and the quality of the end product."



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Volvo delivers buses for the 2010 FIFA World Cup

Prior to the 2010 FIFA World Cup, several South African cities are investing in building intelligent bus-based transport systems. Two of the three cities have selected Volvo as its supplier of buses.

South Africa is currently the country with the largest establishment of Bus Rapid Transit, BRT. This is being done now due to the needs brought on by the World Cup in soccer, but this is just the beginning.

"Many South African cities have highly ambitious plans to solve the current, often chaotic, traffic situation," says Marius Botha, Head of Volvo Buses in South Africa.

Two of the three cities that are now building BRT systems, Cape Town and Port Elizabeth, have decided to place their orders for the buses required for the 2010 FIFA World Cup with Volvo Buses.



Volvo B9SLA delivered to Port Elizabeth.

In Port Elizabeth, the city selected Volvo Buses as its total supplier. This includes the buses – gold contracts that involve Volvo taking responsibility for all service and repair work on the vehicles, and the ITS4mobility traffic-information system. Port Elizabeth has ordered 25 articulated buses of the Volvo B9SLA model with bodies from Marco Polo.

Cape Town has ordered 43 Volvo buses for its system with specifications for high floor systems with elevated platforms at the bus stops. This order pertains to eight articulated Volvo B12M buses and 35 12-meter Volvo B7R buses. Marco Polo will also manufacture the bodies for these buses.

Bus Rapid Transit, BRT, is intelligent bus-based transport systems with separate bus lanes, buses with high passenger capacity, efficient bus stops and information systems for guiding traffic.



On the road with Sky Cycling

Volvo Bus have supplied two 9700 Tri-axle coaches to Team Sky Pro Cycling, carrying riders to destinations throughout Europe.

Photo www.teamsky.com

Team Sky Pro Cycling is a British professional road bicycle racing team that was formed last year, and began racing in January 2010. The team has now been awarded a place in this year's Tour de France.

Volvo initially supplied two identical 42-seat coaches that were stripped back by JS Fraser, a specialist vehicle converter based near Oxford, almost to the skeleton and refitted specifically for the purpose of carrying and conditioning riders. The coaches have nine specially designed Esteban seats, which can be fully

reclined to provide optimal relaxation for the riders.

Some of the other special features onboard the revolutionary new vehicle include a kitchen, with microwave and fridge, two shower units and toilet facilities. The back office area can be turned into a massage suite and there is also ample storage facility.

To ensure that the vehicle is completely geared for rider comfort and wellbeing the coach has an inbuilt radio mast and full Internet access with Wi-Fi connections. Mood lighting and a high efficiency air conditioning unit ensure that the environment is perfectly suited towards rider recovery, whilst the floor of the coach is reinforced to facilitate the additional facilities.

Also supporting the 25 riders and 37 staff, combining 13 nationalities, is Volvo Truck who are providing the vehicles to transport the cycles them-

selves. This marks a pleasing double achievement for Volvo being associated with the transportation of riders and their bikes.

Head of Special Projects for Team Sky Pro Cycling team Gwilym Evans explained how a recommendation led to them specifying Volvo "DHL are a close ally and put in an extremely good recommendation. We contacted Volvo and they were extremely accommodating and worked fast to provide us with the vehicles".

"We believe that these vehicles raise the bar in the cycling world, they are state-of-the-art and quite revolutionary. We think that having the right sort of environment for our riders gives them the best chance of success when they take to the roads", added Gwilym Evans.

The team progress can be followed at www.teamsky.com.





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