



remain ongoing issues.

In long distance overnight buses, seats and equipment conducive to sleeping soundly have become sales points. However, considering that, unlike passengers on a plane before takeoff, expressway bus passengers do not receive instructions on emergency procedures in the event of an accident, there are calls in the industry to establish measures such as providing training for emergencies, grasping the time necessary for evacuation, or installing equipment to facilitate emergency escape. Automatic extinguishers in the engine compartment are also conducive to helping passengers sleep peacefully. While some operators have already installed them in all their vehicles, they remain a small minority. It is hoped that other operators will follow suit.

### **1. 2. On the road to the Tokyo Olympic Games**

Tokyo was selected to host the 2020 Summer Olympic Games at the September 2013 IOC Session. These Games will take place 56 years after the 18th Tokyo Olympics held in 1964. With many facilities located in the area around Tokyo Bay, expectations regarding the use of buses as a means of transportation are high. Such expectations are only natural since buses are cheaper to introduce than trains and can also respond to demand more flexibly. Moreover, six years from now, it is likely that significant advances will have been made in vehicle and driving-related technologies. Although in the limited context of transportation during the event, it would be best to position buses as one option among the transport modes intended to meet the anticipated demand, it is hoped that the hosting of the Games will be seen as an opportunity to fundamentally overhaul the public transportation system, and will generate ideas encompassing the reduction of future social costs and the preservation of the environment, as was the case at the time of the previous Games with the introduction of the Tokaido Shinkansen and the expressways.

### **1. 3. Increases in fuel consumption and awareness of environmental protection**

Although the Abe government's economic revitalization measures to escape from deflation are being implemented, the price of oil, which has historically remained relatively stable, rose drastically in 2010 and remains high. While there are differences between regions, the price of the diesel purchased by bus operators (lorry unit price) increased by 9 to 11 percent between January and December 2013.

Bus operators have recently been promoting driving methods that improve fuel efficiency and while they are starting to bear fruit, it is believed their effectiveness will soon reach its limit. And even as definite progress is also being made in making vehicles more fuel efficient, rising fuel prices and a growing awareness of environmental protection are further increasing interest in reducing fuel consumption among bus operators.

### **1. 4. Revision of the consumption tax**

Spurred by the rise of the consumption tax in April 2014, a trend towards the active upgrade of vehicles through the early replacement of high unit cost buses or the purchase of used vehicles was observed, although it was less pronounced than that for passenger vehicles. Specific figures will become available in 2014. For route transit bus operators, dealing with system changes accompanying fare revisions and other issues proved to be major undertakings heading into 2014.

### **1. 5. Changes in the cast of operators**

In the labor intensive bus industry, the line between profit and loss is often determined by the extent of labor costs. Given this, instances where publicly-owned operators, who are estimated to bear comparatively higher costs, pulled out of the industry or expanded their outsourcing to private companies have stood out. At the end of March 2013, the Naruto City Transport Bureau discontinued its bus operations, which were taken over by the private Tokushima Bus Co., Ltd. There are also other publicly-owned operators who will be closing their doors throughout 2014. The shortage of bus drivers, a longstanding concern, now affects the entire nation. On the vehicle technology front, there are calls for even greater support for saving in labor and safe driving, as well as for improvements in driving comfort.

### **1. 6. Retirement of imported light-duty buses**

The "red buses", foreign-made front wheel drive small non-step buses that had no domestic equivalent in 2000 when they began service in local routes within the wards of Osaka City, were fully phased out in March. The main reason for the phase-out was their lack of profitability, and the another factor was the end-of-life of the 85 Omni Nova models that constituted the bulk of the fleet. This vehicle, consisting of a Sweden-made plastic body over a Renault front-wheel drive commercial chassis (Fig. 2) was initially criticized for its weak HVAC and braking performance. With improvements to adapt it to its use environment, it was able to withstand severe use



Fig. 2 Osaka City “Red Bus” Omni Nova vehicle with improvements to adapt it to its use environment.

conditions involving driving distances 1.5 times longer than those of large buses and frequent starts and stops on narrow roads. Its average fuel consumption is reported as an excellent 5.3 km/L, as opposed to 3.6 km/L for its Japanese-made successor. Although imported buses in Japan are prone to problems due to differences in use environments, or in terms of parts supply and costs, this is one case worth remembering as an example where Japanese-made vehicles were outperformed through the use of proper maintenance technology.

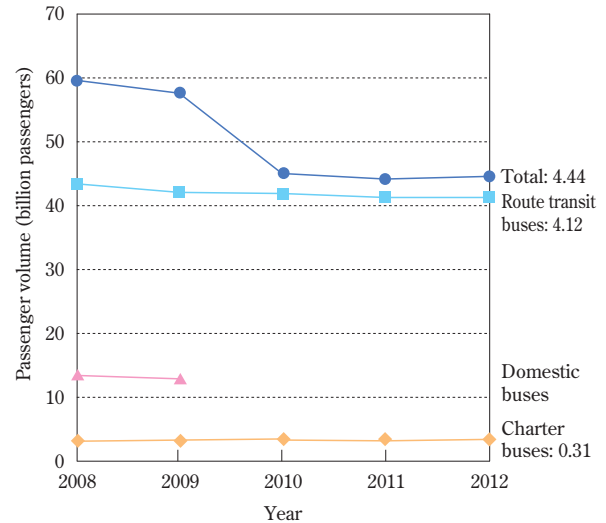
The Basic Act on Transport Policy was passed in November 2013. It sets clear basic principles for transport policy based on a long-term view and incorporates measures for global competitiveness and regional revitalization. The bus industry, where survival tends to depend on profitability, is hoping that its content will provide a positive social boost.

## 2 The Bus Industry in Statistics

### 2.1. Passenger numbers

The number of route transit bus passengers in 2012 was 4.125 billion, an increase of approximately 7.3 million, or 100.2%, over the previous year. Is it premature to interpret this as a reversal of the long and continued decline in the number of route transit bus passengers in Japan? Keeping in mind that, despite the evident decrease in population and low birth rate, young people are tending to shy away from purchasing their own vehicles and that the expansion of public transport services is increasing awareness of environmental protection, and also considering the various initiatives of the bus industry, it would not be strange for route transit passenger numbers to finally start making a comeback.

Similarly, the number of charter bus passengers was



\* Domestic buses were excluded from the survey in 2010.

Fig. 3 Passenger volume.

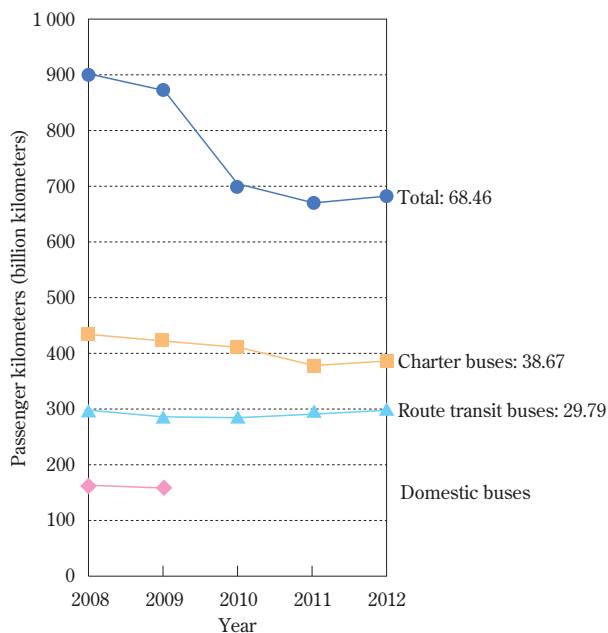
296.05 million, or 105.5% over the previous year. Demand for sightseeing buses, which had temporarily declined because of the Great East Japan Earthquake, is showing signs of recovery, spurred, in particular, by support among the middle-aged for bus tour packages providing convenient recreation. The fact that inter-city tour bus passengers are currently counted as charter bus passengers is also thought to have contributed to this increase (Fig. 3).

The number of kilometers actually travelled by bus users in 2012 was 68.458 billion passenger kilometers, a 2.6% increase over 2011. Despite this small increase in the number of passengers, which reflects the rise in charter bus passengers in particular, this figure represents only 76% of the 90.13 billion passenger kilometers recorded in 2008. The numbers also demonstrate the influence of additional choices in long distance travel provided by the appearance of low-cost carriers (Fig. 4).

### 2.2. Market trends

The number of buses owned in Japan in 2012 was 226,000. An overview of the last ten years shows a continued decrease of approximately 1% per year. The number of buses owned peaked at 248,000 in 1997, but the figures themselves have shown no substantial change since the latter half of the 1970s.

Reflecting the market situation described above, bus production has also shown no substantial change (Fig. 5). While heavy-duty buses mainly target the Japanese market, the growth exhibited by light-duty buses, which are subject to international business sentiment and exchange



\* Domestic buses were excluded from the survey in 2010.

Fig. 4 Passenger volume.

rate fluctuations stands out. In Japan, reflecting the decline in the number of passengers, examples of regional bus operators making replacements by using both new and used vehicles side by side have become the norm. Furthermore, subsidies were granted to local route transit bus operators in 2011 and to charter bus operators in 2012 for the purchase of used vehicles, an example of a measure that has affected the new vehicle market. Since buses essentially represent a substitute demand market, the number of bus registrations (Fig. 6), like the number of owned buses, has shown no substantial change.

With the introduction of the law on barrier-free transportation (in 2000), non-step or one-step urban route transit buses became necessary, and this positively affected the number of new vehicles. However, some of the first (1997 onward) non-step buses have already been decommissioned, and are being converted to low-floor vehicles as their registration is transferred to regional bus operators. In contrast, measures were also taken to expand the use of such vehicles, as exemplified by the concentration of subsidies for Okinawan bus operators, who were lagging behind in adopting non-step buses. Such measures brought the adoption rate for non-step buses to 31% of all route transit buses by the end of March 2013. As of April 1, 2013, all buses on regular routes operated by the Tokyo Metropolitan Bureau of Transportation (TMBT) are non-step buses. Although other operators

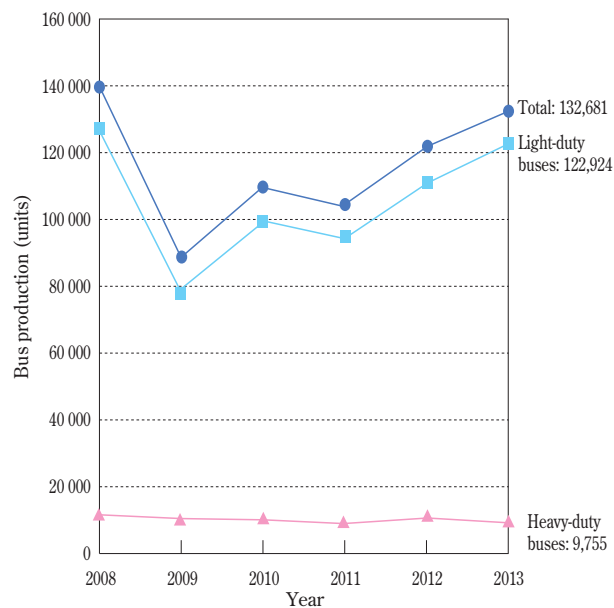
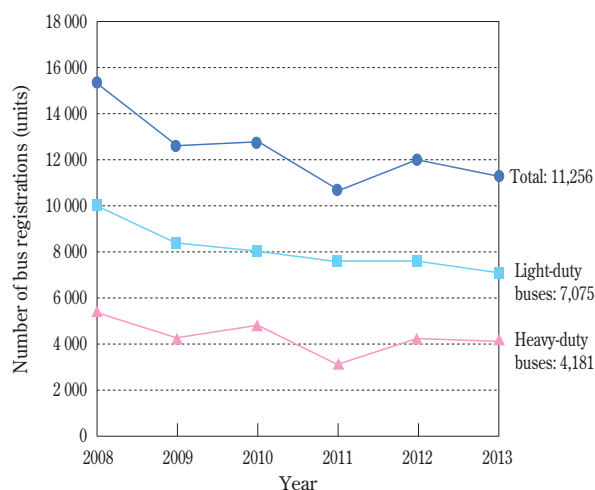


Fig. 5 Bus production in Japan.



Note 1: From 2003, statistics were collected based on the license plate number registration category rather than according to chassis (excluding mini-vehicles).

Fig. 6 Number of bus registrations in Japan.

have achieved a 100% non-step bus adoption rate, the TMBT (which owns 1,452 buses) was the first operator with a fleet exceeding 1,000 buses to do so.

Figure 7 shows the number of vehicles exported, while Fig. 8 breaks those exports down by principal regions. Although exports to the oil-producing Middle-East regions are growing, there is little change in long-term export destinations for Japanese-made buses. In recent years, the underlying exchange rate has been favorable to Japanese-made vehicles, but as local bus needs become increasingly sophisticated, with strong demand for the

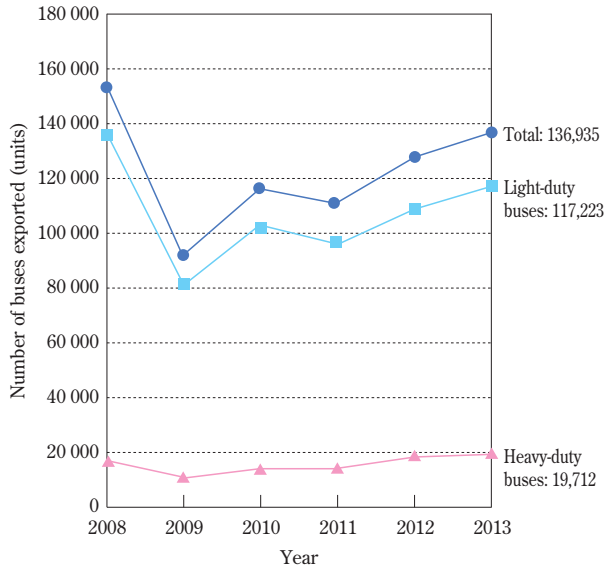


Fig. 7 Bus exports.

introduction of bus rapid transit (BRT) systems and articulated non-step buses in regions with expanding urban areas, maintaining the competitiveness of Japanese-made buses is a major challenge. Even the Japanese light-duty buses, which exhibit a strong showing in global markets, are starting to face competition from foreign-made rivals.

Figure 9 shows the number of imported bus registrations. In addition to the steady increase in imports of the Korean-made Hyundai Universe, two Mercedes-Benz Citaro G articulated buses have been imported from Germany. They will be operated by Shinki Bus Co., Ltd. in the Newtown area of Mita, in Hyogo Prefecture. This brings the total number of articulated buses operating in Japan to 27.

### 3 Regulatory Trends

#### 3.1. Japan's preferential tax scheme for environmentally friendly vehicles

The year 2012 saw the introduction of the 2015 heavy-duty vehicle fuel economy standards along with the preferential tax scheme for the purchase of vehicles with excellent environmental performance and fuel efficiency, new safety standards for seats, and new structural requirements for driver-only buses. In contrast no new regulations were adopted or implemented in 2013. Some vehicles have already been made compliant with regulations coming into effect starting in 2014 concerning collision damage mitigation braking, vehicle stability control, and lane departure warning systems.

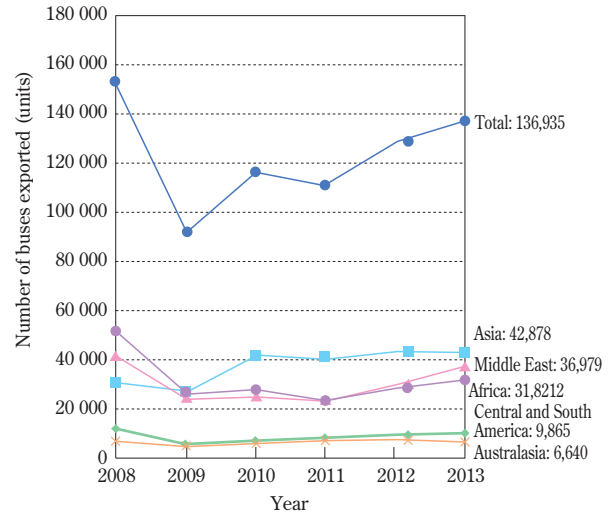


Fig. 8 Main export destinations.

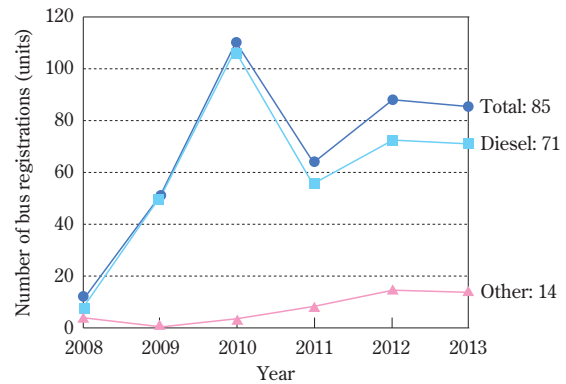


Fig. 9 Number of imported bus registrations.

## 4 New Buses

With the adaptation to environmental regulations and the driver-only standards unique to buses having been completed in the previous years, very few buses produced in Japan in 2013 received new product appeal enhancements. Counting models not presented in last year's issue of this journal, new models on the market are limited to only three new Japanese-made light duty buses and one Korean-made heavy-duty bus.

#### 4.1. Light-duty buses

In December 2012, the full model change to Nissan's NV350 Caravan commercial vehicle series included a new Caravan Micro Bus model (Fig. 10), with a 14-passenger capacity. The OEM version of that model, the Isuzu Como Micro Bus, has received the same treatment.

In December 2013, Toyota redesigned the front to the Hiace. At the same time, it introduced a new model of





Fig. 10 Nissan Caravan Micro Bus.



Fig. 13 Hino Poncho Mini.



Fig. 11 Toyota Hiace.



Fig. 14 Hino Melpha Plug-In Hybrid.



Fig. 12 Hyundai Universe.

the Hiace Commuter light-duty bus with a 14-passenger capacity (Fig. 11).

#### 4. 2. Heavy-duty buses

Korean manufacturer Hyundai launched a 2013 model of their Universe equipped with a vehicle height adjustment system, distinct from kneeling, that raises vehicle height by 30 mm for additional road clearance (Fig. 12).

#### 4. 3. Buses presented at the Tokyo Motor Show

A total of six buses were presented at the 43rd Tokyo Motor Show held in November 2013. Of those, four were commercial models incorporating new approaches in terms of interior and specifications. The other two were concept models.

The Hino Poncho Mini is a concept model that takes the small Hino Poncho, a popular choice in the small

community bus niche, and turns it into an even smaller, 11-passenger capacity electric vehicle. It shares a platform with the small EV truck (equipped with a 350 V lithium-ion battery) that is already undergoing validity trials. Although this means it does not have a non-step structure, a ramp for wheelchair access is provided at the rear of the vehicle. It offers a bright and attractive cabin with large windows (Fig. 13).

Featuring an external power supply function, the Hino Melpha Plug-In Hybrid, which is based on the mid-sized Melpha, can provide electricity to evacuation facilities in the event of a natural disaster. The model exhibited at the Tokyo Motor Show was designed, inside and out, to look like a mobile medical clinic (Fig. 14).

The other vehicles on display were the commercial Erga Hybrid launched in 2012, the (aforementioned) 2013 Hyundai Universe model, the Mitsubishi Fuso Aero Queen luxury vehicle which, despite being a heavy-duty vehicle, limits itself to a 13-passenger capacity and offers individual electric seats worthy of airliner first-class seats, and the Hino S'elega featuring a driver monitor system that tracks the driver's gaze and emits a warning upon detecting drowsiness.







Fig. 2 HESS Wireless Trolley Bus.



Fig. 3 Van Hool ExquiCity.

tween trams and buses is gradually fading. As the role of diesel engines changes, the inevitability of layouts that put the driver on one side of the bus and the engine on the other appears to be diminishing.

#### 2. 1. 1. HESS Wireless Trolley Bus (Switzerland)

This bus was introduced as a means of access to the venue during the UITP congress. HESS is famous for its CO-BOLT system of bolted aluminum assembly, and also counts trolley and articulated buses among its specialties. This vehicle uses a pantagraph to collect electricity, but can also operate without overhead wiring. It adopts a bold streamlined body and wheel covers, and runs more silently than trams.

#### 2. 1. 2. Van Hool ExquiCity (Belgium)

The front and rear of the body were given the same style, which can be applied equally well to articulated buses, trolley buses and trams. Although a tram-like narrowing of the front and rear that ensures mobility characterizes this bus, its face will be adapted to each city, in anticipation of customers looking for a proper bus feel (Fig. 3).

#### 2. 1. 3. Iveco Bus Ellisup (Italy/France)

This is a plug-in EV concept model exhibited at Bus-world. The small-diameter wheels that do not protrude



Fig. 4 Iveco Bus Ellisup.



Fig. 5 Iveco Bus Ellisup.

into the cabin and the small motor system driving each wheel were developed by well-known tire manufacturer Michelin. While the model presented at the show was a charming eight-wheel single vehicle, its fully symmetrical body is also adaptable to long articulated buses and trams, hinting at the great potential of this vehicle. It may only be a concept model, but it is clear that with such buses in operation, the atmosphere of the city would change. The use of graining on the seats may or may not represent confidence in ride comfort, but it certainly feels fresh (Figs. 4 and 5).

#### 2. 1. 4. BYD electric bus (China)

Operational test drives for this pure electric bus have been conducted all over the world since it first rolled off the line in 2010. Due to its lightweight aluminum body it can mount a battery with enough capacity for a 250 km range on a single charge. It provides both rapid and normal charging. While its design is not especially innovative, it does demonstrate the technical skill of specialized Chinese manufacturers. Service in the Netherlands began in April 2013, representing the first export to Europe (Fig. 6).

#### 2. 1. 5. Ebusco electric bus (the Netherlands/China)

This vehicle debuted in 2012. Its components and body are made in China, and design coordination uses Dutch technology, giving it a styling finish that compares





Fig. 6 BYD ebus.



Fig. 10 Iveco Bus Urbanway.



Fig. 7 Ebusco (Electric Bus).



Fig. 11 Plastic seats proposed for urban buses.



Fig. 8 Viseon Bombardier Electric Bus.



Fig. 12 Karsan Jest.



Fig. 9 Iveco Bus Urbanway.

favorably with that of European urban buses (Fig. 7)

#### 2. 1. 6. Viseon electric bus (Italy/Germany)

This is a 3-door urban bus equipped with non-contact charging technology by Bombardier, an Italian general machinery manufacturer. After it was announced, Vis-

eon itself filed for insolvency and its future is uncertain, but the bold window graphics proclaiming its identity go well beyond what is seen as the norm for urban buses in Japan (Fig. 8).

#### 2. 1. 7. Iveco Urbanway (Italy/France)

Irisbus, which has a large market share in Italy and France, changed its name to Iveco Bus. At the same time, it announced a new generation mass production urban bus. It is a full model change of the Citelis launched in 2005 after a minor model change. With an assembly that makes generous use of LED headlamps, it presents an elegant front among urban buses, and also features an interesting rear unlike that of any other bus (Figs. 9 and





Fig. 2 Double decker open-top bus remodeled in Japan.

electricity to power the motor. While rare in Japan, such buses are not uncommon in Europe. LPG is widely used in taxis and is free of infrastructure-related problems.

In 2013, the cities of Kitakyushu and Satsumagawa, the East Japan Railway Company, and Mie Kotsu Co., Ltd. announced their participation in the MLIT-sponsored project for green regional transportation through the use of electric vehicles.

Electric buses will begin operations throughout Japan by the end of the fiscal year (March 2014), and the inclusion of heavy-duty buses in some areas – a first – is notable.

### 3 Technological Trends outside Japan

As briefly touched upon in the previous part, hybrid, electric and fuel cell buses are in the spotlight at shows attended by people involved in the bus industry and public transport operators from all over the world. However, in terms of number of vehicles, buses with diesel engines obviously remain predominant. Europe has adopted the Euro VI norm as its latest emissions regulations, which presents a significant hurdle in terms of NO<sub>x</sub> emissions reduction compared to previous European regulations. In response, the deployment of devices and technologies such as high-pressure fuel injection, variable-geometry turbochargers, diesel particulate filters (DPF) and selective catalytic reduction (SCR) is nearly complete. As international emissions regulations converge, so do trends in approaches to comply with them.

In contrast, many choices are available for hybrid systems. In addition to various types of batteries, supercapacitors have also become available. Urban bus requirements vary depending on the use environment, particularly in terms of rapid charging during operation, non-contact or contact charging and, for the latter, trolley

poles or pantographs, all of which directly affect infrastructure. Amidst such concerns, the EU bus industry is poised to follow up on its 2012 European Bus System of the Future (EBSF) initiative with the announcement, in January 2014, of the Zero Emission Urban Bus System (ZeEUS) project. Coordinated by the UITP, the project has a 13.5 million euro budget to conduct pilot trials involving 8 cities in 6 countries. The methods and results of this initiative which will take a systematic look at the possibilities as it strives to choose solutions optimally suited to cities deserve attention.

### 4 Conclusion

This final section sums up the technological differences in buses between Europe and America on the one hand, and Japan on the other, which have been discussed throughout this article.

From the standpoint of environmental protection, battery capacity and gross vehicle weight remain the keys to the practicality of electric buses, which are drawing increasing attention from society. Since this continues to advantage light-duty vehicles over heavy-duty ones, it is typical for the latter to be hybrid vehicles or use rapid charging to make the battery smaller. However, mounting batteries with a full operational capacity is still an appealing approach since it avoids the need for the infrastructure required by rapid charging. Unlike the vehicles made by China's BYD or Korea's Fiber, which have lightweight bodies specifically designed for use as electric buses, current Japanese models cannot be adapted to this approach. However, since the benefits provided by weight reduction also apply to diesel vehicles, reviewing the body structure represents a concrete challenge for the future. Also, as the BYD example illustrates, batteries, which present fewer difficulties in terms of safety, can be seen as a viable choice even if they fall slightly short in terms of performance.

A look at the world reveals many instances where advanced technology has already been commercialized, with a fair number of cities having applied them to enhance the convenience of their urban bus services. In the past, Japanese urban buses were equipped with a variety of devices as more and more buses became driver-only buses. In a way similar to the way those devices were consolidated into speech synthesis broadcast systems, it is conceivable that today's increasingly prevalent drive recorder data and communications technology



could also allow operation centers to view the number of passengers, the state of the cabin, or the driver's condition in real time. In the truck industry, dynamic management, such as managing the inside temperature of refrigerator trucks or providing advice on fuel efficiency while driving has been applied for many years. However, its inapplicability to different models also presents difficulties. Among major public bus operators, tenders

are the norm so systems that differ between models are simply not accepted. The European and American approach which obtains time and cost savings by sharing existing systems is also worthy of attention. The undertaking of projects such as ZeEUS in Europe underscores the need for coordination – the consolidation of technologies in a manner appropriate to buses – in Japan as well.