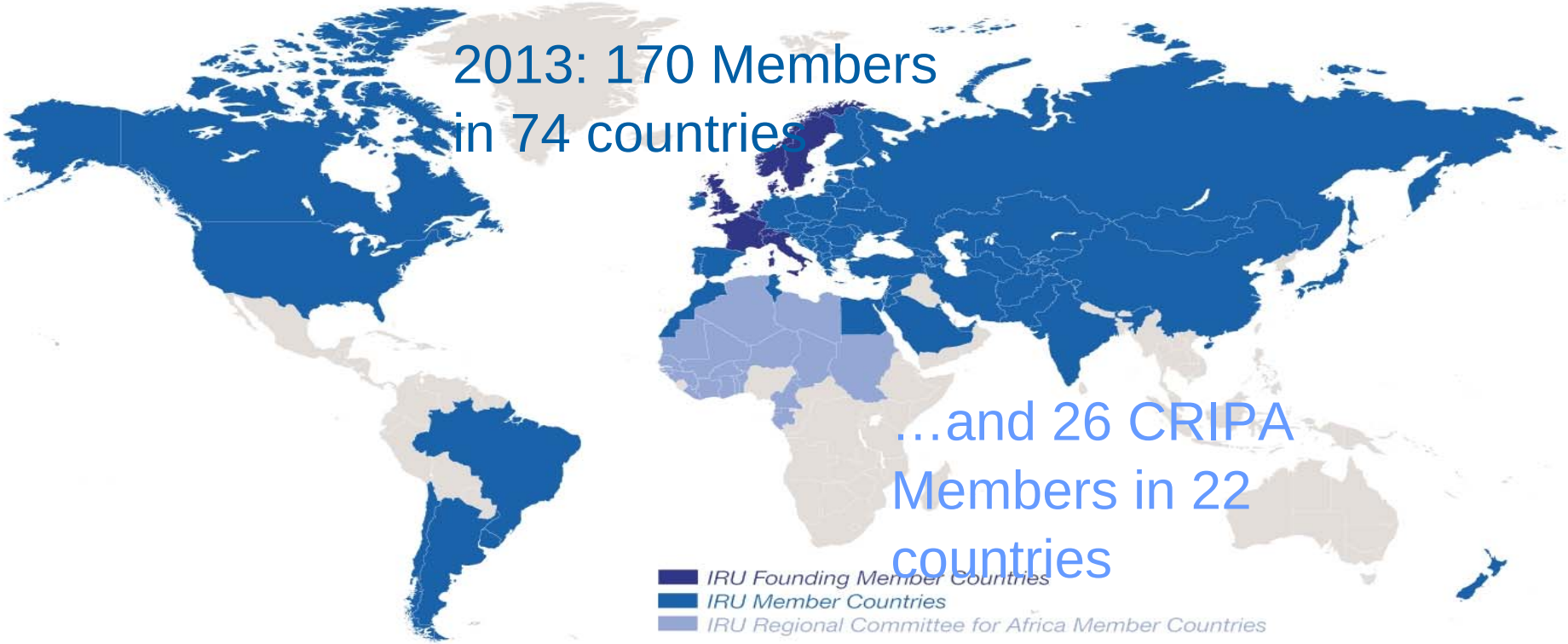
The global Smart Move Campaign & intercity bus and coach transport in the EU

Rome, 13th December 2013

International Road Transport Union

This is the IRU

IRU Membership map

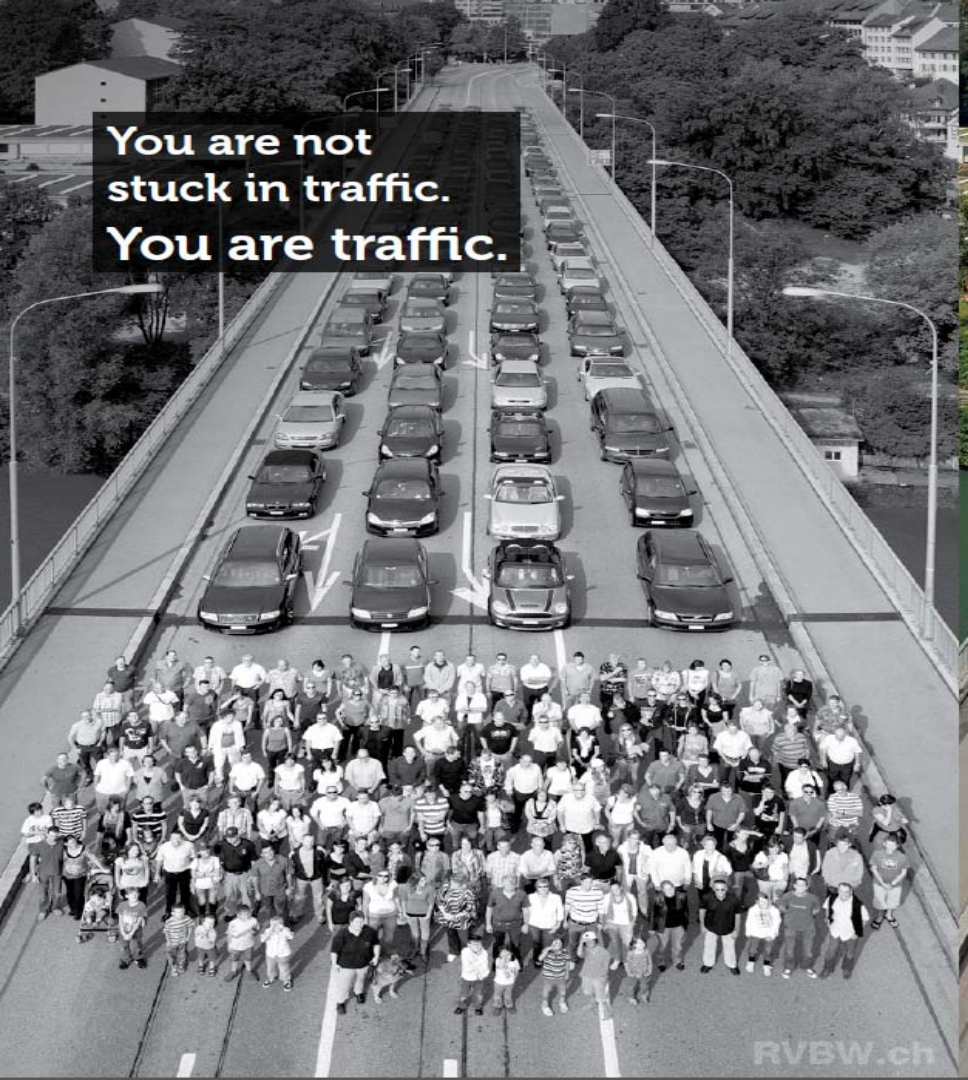


Passenger road transport

- key elements in the sustainable mobility chain
- ensure social cohesion
- Alternative to the private car

Make the Smart Move

smart move
a joint industry
initiative to double
the use of buses
and coaches
worldwide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Bus & Coach
smart move
make the
smart move!
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Industry specific requirements

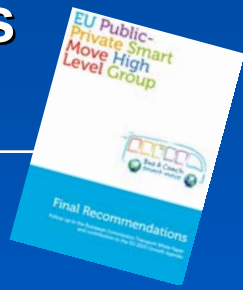
Outcomes:

a) Policy and business recommendations to double the use of buses, coaches and taxis

b) An Action Plan, for the period 2013/2015-2030

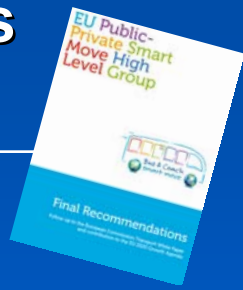
c) European Citizens' Mobility Forum to follow up on implementing recommendations

Intercity and long distance regular lines
HLG's analysis



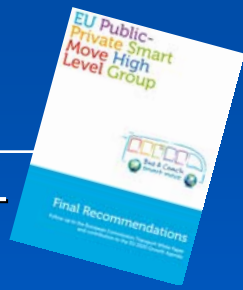
- Intercity and long distance regular bus and coach lines have an important role to play in achieving the objective of "doubling"
- From all modes, they have the strongest potential for green mobility growth, at the lowest cost for the European taxpayer
- Yet, the sector is still struggling for its recognition
- In some countries, mainly of the EU core, they are seen merely as a consequence and a support mode for other modes (=political, legislative and infrastructure neglect and underinvestment)
- As a result: Europe is lagging behind other regions => European customers and society are loosing

Intercity and long distance regular lines
selection of HLG's recommendations



- Ensure a fair, efficient and cost-effective implementation of Regulation 181/2011 on the rights of bus and coach passengers throughout the EU, whilst respecting the industry specificity
- Do not increase the relative fiscal burden on the European bus and coach sector
- Facilitate the integration of scheduled bus and coach services in current and future multimodal journey planners
- Create a European one-stop-shop on-line database with a list of multimodal coach stations in Europe

Intercity and long distance regular lines
selection of HLG's recommendations



- Make coach stations eligible for European funds, such as TEN-T funding
- Harmonise and simplify – within the next 3 to 7 years - existing VAT-related procedures to facilitate intra-EU and international coach transport
- Incentivise the use of greener transport solutions and services, whilst preventing distortions of competition between modes
- Enable further market opening in intercity and long distance coach transport in Europe, and improve access to infrastructure (terminals, roads, dedicated lanes in cities and between cities)

The example of France

Long distance intercity lines still not open (draft law submitted and currently discussed)

Potential seems enormous (500 applications for cabotage within intl. regular lines)

Yet «*L'autocar longue distance est un marché surcontraint en France (...) victime d'un déni médiatique (...) et le cabotage est un véritable casse-tête*". Ce n'est pas un autocariste qui parle, mais la SNCF, par la voix de son président… »

Evolution of passenger numbers in recent years

Comparison between France and Spain in terms of usage of bus and coach service

The example of Sweden

Full market opening in 2012

Results so far – mitigated (17 new lines only)

Main reason: services under market conditions cannot compete with those under PSO (up to 50% of costs subsidised)

The example of TROSA/Sweden

Year	Subsidies (thousands SEK)	Number of passengers
2010	4.1	75 500
2011	3.8	93 200
2012	2.7	105 700

The example of Germany

Market opening on 1 January 2013

Results so far (January-Novemberr 2013):

- 125% increase the number of lines (86 => 194)
- 61 more waiting for approval in German MoT

The market is:

- not just developping
- not just increasing
- it is booming

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THANKS FOR YOUR ATTENTION !