



Press Release

Busworld Asia Announces the Annual BAAV Awards Evaluation Rules

On December 20th, the 11th annual edition of the Busworld Asia exhibition hosted its kick-off news conference in Beijing. Organizer VNU Exhibitions Co. Shanghai and Director Ms. Isabel Hu brought forward several new judging parameters regarding ACW “Asia Coach Week” – BAAV’s annual award’s evaluation and selection ceremony. ACW is the highest level award for the Asian bus and passenger coach industry. The aim of this evaluation is to stimulate and spur greater innovation through the utilization of international standards and measurements in Asian passenger bus and bus products.

According to VNU Asia’s introductory remarks, 2011 judging parameters for awards will be divided into two categories, vehicle related awards and company related awards. This year’s award evaluation theme will be centered on the e-bus, alternative energies and environmental friendliness. Differing from previous years, this edition of the awards evaluation will feature a “BAAV theme award” in addition to a “special jury award”. The “BAAV theme award” will work to encourage outstanding contributions in the field of eco-friendly environmental protection, while the “special jury award” will be awarded to those products and companies who in the process of evaluation by the judging committee are found to possess outstanding qualities and characteristics.

The upcoming awards selection criteria will preserve a limitation of one vehicle model per award category while concurrently expanding into new territories. Apart from European passenger coach industry insider and ACW Chairman Mr. Mark Deigens, the judging panel will include renowned passenger coach expert and reporter Mr. Han Kuipers and other leading figures; with the addition of two Chinese experts with penetrative insight and understanding of the domestic Chinese bus industry. Through this expansion of the panel, judging parameters for the industry and industry products at large will become all the more impartial. Continuing the tradition of past exhibitions, Mr. Han Kuipers will travel to China in advance of the exhibition,

undertaking thorough and comprehensive on site-visits and inspections for those Chinese passenger bus companies taking part in the exhibition; assuring the accuracy of all bus manufacturer and bus model information and working to ensure the impartiality and authoritativeness of awards selection.

According to prepared remarks released in Beijing December 20th , organizer VNU and the ACW selection committee will also be increasing the quality of evaluative result analysis, providing individual consultative services to all participating in the ACW evaluation. One by one, participating passenger bus companies will be able to dialogue with leaders in the passenger bus sector, analyzing flaws and imperfections in their models and jointly exploring areas for improvement and advancement. These measures will help the Chinese bus industry to more fully understand its structural advantages and underlying weaknesses, the better to acclimate itself to higher European quality standards and international market requirements. In the process, this will advance the Chinese passenger bus industry in an overall healthier direction of development.

Attached : BAAV Asia Coach Week Grand Prize Awards Breakdown:

Vehicle Awards

- Innovation Award – Passenger Buses : Passenger Bus or Mid to Small Sized Coach, Award limited to only one vehicle model
- Innovation Award – Public Transportation : Public Transport, Mid to Small Sized Public Transit or BRT vehicles, Award limited to only one vehicle model
- Environment Award – Passenger Buses : Passenger Bus or Mid to Small Sized Coach, Award limited to only one vehicle model
- Environment Award – Public Transportation : Public Transport, Mid to Small Sized Public Transport or BRT vehicles, Award limited to only one vehicle model
- Safety Award – Passenger Buses : Passenger Buses or Mid to Small Sized Passenger Coach, Award limited to only one vehicle model
- Safety Award – Public Transportation : Public Transport, Mid to Small Sized Public Transport or BRT vehicles, Award limited to only one vehicle model.
- Comfort Award- Passenger Buses : Passenger Bus or Mid to Small Sized Coach,

Award limited to only one vehicle model.

- Comfort Award – Public Transportation : Public Transport, Mid to Small Sized Public Transport vehicles or BRT, Award limited to only one vehicle model.

Newly Established BAAV Theme Award

- E-Bus/Alternative Energy
- Special Jury Award (Based on research & analysis of the international judging panel)

• **Company Awards :**

- Grand BAAV Award : Passenger Bus Manufacturer of the Year
- Grand BAAV Award : Public Transport Manufacturer of the Year

For additional information, please visit us online at www.busworldasia.com

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