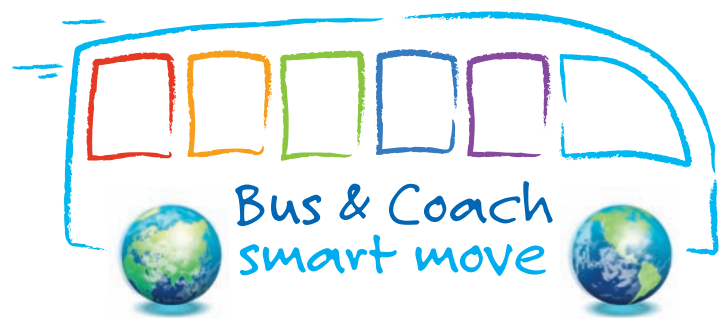


# the role of bus and coach transport in the mobility chain



## Factsheet

Buses and coaches are an integral part of public transport and travel, and key elements in a sustainable transport system. They ensure inclusive sustainable mobility for all citizens and visitors - in the countryside and urban areas alike - through public transport services customised to mobility needs of the travelling public.

[www.busandcoach.travel](http://www.busandcoach.travel)

[www.twitter.com/Smart\\_move](http://www.twitter.com/Smart_move)



[www.facebook.com/SmartMoveCampaign](http://www.facebook.com/SmartMoveCampaign)



[www.youtube.com/user/Smartmovecampaign](http://www.youtube.com/user/Smartmovecampaign)





## Key mobility enablers

As integral parts of the social fabric of communities across the world, buses and coaches are lifelines to work, education, leisure and tourism.

Without buses and coaches, many people, including those who do not or cannot drive, low income households, people with disabilities, students or the elderly, would face a dramatic curtailment of economic and leisure opportunities.

Buses and coaches also perfectly complement other transport modes, by taking commuters or travellers from their point of departure to their final destination, sometimes via the train station or the airport!

National education systems worldwide also use bus and coach transport on a massive scale for educational trips, school bus services, sports outings, etc.

Finally, modern information systems help passengers find the right bus or coach at the right time and help the driver take the right route, even in foreign countries.

## Socially inclusive

The quality and flexibility of bus and coach transport services as key mobility enablers is all the more crucial as they are affordable to all. This makes them the preferred transport means of low income citizens and households.

In Europe, 50% of elderly people (50 million) do not have a car or cannot drive and rely on buses and coaches for travelling to cultural and historical destinations. 40% of European households do not have their own car and depend on public transport, including by bus and coach, to remain mobile.

For more than 14 million rural US residents, coaches are the only available mode of public intercity transportation service, going where air and rail do not.

In developing countries, where public investments in transport infrastructure and private vehicle ownership are low, buses and coaches remain the only motorised lifeline to work, education and healthcare

## Comfort, quality and convenience

Modern coach fleets offer customised services to meet the demands of all kinds of commuters, shuttle services, event organisers, travellers and tourists.

From small minibuses, through mid-size coaches to double-decker 80-seaters and royal class executive coaches, buses and coaches are available in the right size and in the right number for every occasion.

They can be equipped with air-conditioning, toilets and washrooms, CD/DVD players, hot drink facilities, microwaves, refrigerators and wheelchair accessibility.

Modern, low floor buses allow for easy access and are particularly well suited to the needs of children and people with disabilities and reduced mobility. Flexibility, reliability, quality and comfort are key features of buses and coaches.

## 90% satisfaction rate

Buses and coaches are very adaptable; they are the most flexible of all collective passenger transport modes. They take customers directly to their intended destination, with no waiting times or need to change vehicles. They can even pick you up from your front door.

As a result, industry surveys regularly indicate a high customer satisfaction rate: 89% of all bus and coach travellers in the UK and 91% of all coach travellers in Germany were satisfied or very satisfied with their coach trip.