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Press release Busworld: Busworld is coming to North America for the first time

In February 2023 Busworld will land in the United States for the first time in its history. A long history of organizing trade shows – later on accompanied by conferences - for the bus and motorcoach industry that goes back all the way to 1971.

Recognizing the fact that buses and motorcoaches needed a trade show of their own, Busworld organized a first event in Kortrijk, Belgium in November 1971. Bus and coach no longer had to play the third fiddle in the commercial vehicle industry (versus truck and van) or in the public transport world (versus train, tram and metro), they now had the leading role. Year after year, this idea proved to be more right and the importance of the event kept growing. Today, Busworld not only organizes the biggest bus and motorcoach exhibition in the world in Brussels, the event is also exported to other regions and countries like Turkey, Southeast Asia, Latin America, Central Asia and last but not least North America.

Reuniting all bus and motorcoach professionals

In partnership with ABA (American Bus Association) a Busworld trade show and conference will be organized in Detroit from February 4th till February 7th: the trade show from February 4 to 6 and the conference from February 5 to 7. Contrary to what the partnership might suggest, Busworld is an event that brings together the whole bus industry, meaning: transit bus, school bus, motorcoach and other any other type of buses. Although the different sub-sectors have a diverse playground, they still share the same core: passenger transportation on the road. Therefore a lot of synergies can be found by reaching out cross sector and working all together.

Exhibitors

Exhibitors such as ABC Companies, MCI, MobilityTRANS, Daimler Coaches, BYD, Prevost, Temsa, Marcopolo, Pegasus Specialty and National Bus Sales will showcase their latest vehicles. This list will become bigger, other contracts are still in the pipeline. Suppliers of drivetrains, charging systems, IT systems, glazing, fire suppression and even solar panels will be on the fairground too. The exhibitor list on the website is regularly updated with new exhibitors.

Conference

The Busworld conference program in partnership with CTE (Center for Transportation and the Environment) and Endava will present many relevant topics for the different sub-sectors with top notch speakers. Topics are: zero emission vehicles, the market in North America, connectivity, insurance, charging systems, hydrogen, MaaS, ticketing, lessons learned from aviation (with



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American Airlines and Southwest Airlines) and many more. The detailed schedule can be consulted on the website www.busworldnorthamerica.org.

Visiting the Busworld trade show and participating to the conference is free of charge to attract as many people as possible. Tickets are available on the website.

Vincent Dewaele, CEO of Busworld International invites the North American bus and motorcoach people to become part of the Busworld family: *“Let’s have a wonderful event together with the whole sector! Let’s experience the latest products, let’s exchange information and let’s network. The Busworld team is more than ready to welcome you and all of your colleagues.”*

About:

- Busworld North America: [website](#)
- Busworld International with a complete overview of all Busworld exhibitions: [website](#)
- Pictures Busworld – rights free [photo library](#)

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