



**Press Information
Immediate Release 25 August 2009**

The heat is on for Coach & Bus Live's Autumn 2009 outing

There are just six weeks remaining until Coach & Bus Live due to take place on 7-8 October at the NEC and with only 5 stands remaining it seems very likely the show will be sold out within the next couple of weeks. This along with record levels of visitor pre-registration spells out some very good news for the show – one which will boast a full complement of 200 exhibitors and a show floor packed with both interesting content and high quality visitors.

By pledging their support in such an unequivocal way, it would appear that “Working Together”, the overarching theme to this year’s show, has been well received throughout the bus, coach and technology industry. The vast majority of manufacturers and suppliers have been keen to play their part and through their participation have helped provide the bus and coach business with a much needed boost during a period of economic uncertainty.

The other positive message to come out of Coach & Bus Live 2009 is the exceptionally high level of pre-registered visitors. There are already over 2,500 - more than double the number received for Coach & Bus Live 2007 at the same stage two years ago. With the level of marketing activity gearing up significantly in the next few weeks, this number is set to climb much further still and will easily make the target of over 5,000 visiting industry professionals.

An equally encouraging aspect of Coach & Bus Live 2009 is the fact it welcomes over 30 companies who have never previously exhibited at the show. Amongst the last minute names to join the exhibitor list are Botany Weaving Mill, Cannon Bus Chassis, Downstream Petro-link, EyeDrive Systems, GD Hydravane UK, Genie CCTV, and SAFED all of which will give the visitors more new products and services to see than ever before.

Naturally Show Director Mark Griffin is delighted by the significant progress made over these past few weeks and comments: “We have never previously witnessed such a high level of late interest in Coach & Bus Live. This I believe serves to underline a renewed sense of faith from exhibitors in terms of what the leading UK trade event has to offer as well as a general feeling of optimism that the economy has started to edge back to recovery.”

Griffin goes on to add that six months ago the prospect of putting on a show with 200 exhibitors seemed like a very tall order indeed: “Back in February of this year we, along

with a lot of other show organisers, had a real challenge on our hands. There was a widespread mood of caution and for some considerable time a number of our exhibitors deliberated as to whether or not they would book for 2009. However by working together all our efforts have been rewarded and I am delighted that we have been able to give the industry something so positive to look forward to this Autumn.”

As visitors are concerned it's not just a numbers game for 2009. Analysis of the completed registration forms show would suggest that this year's exhibitors can expect to meet with a great many senior buyers and decision makers from all the top operating companies and local authority transport providers.

Anyone interested in taking one of the last few remaining stands should contact the Coach & Bus Live sales team right away on tel: 01926 833052, email: info@coachandbuslive.com or via the website at: www.coachandbuslive.com

Notes for editors

1. Coach and Bus Live 2009 will take place on Wednesday 7 and Thursday 8 October 2009 at the Birmingham NEC
2. A copy of this and all previous releases can be found by visiting www.coachandbuslive.com
3. A complete list of all exhibitors new & existing are to be found at: www.coachandbuslive.com
4. All PR for this show is being handled by Marcus Hall, Marketing & PR Manager at: marcus.hall@expom.co.uk or on mobile number: 0781 2983239.
5. Coach and Bus Live 2007 and Transport Innovations 2007 were co located last time around and attracted over 6,500 industry professionals from all over the UK(ABC audited 5,776 at CBL and 733 at Transport Innovations)