

## PEOPLE & COACHES

N° 9 October 2015 - Irizar Group Magazine



#### >> INDEX

#### 4 | Front cover - Irizar i8

Official presentation of the Irizar i8 A journey to the inside Heading to Mexico

#### 20 | Irizar Group

Irizar brand integral coaches and buses
An example of success. Evolution of Irizar in the United Kingdom
A new record in Spain
Irizar Morocco: Latest technology in production means
Irizar out to conquer Peru
Irizar Asia Pacific: in the good direction
Irizar and Cullinan in perfect harmony

#### 32 | Diversification

Jema Energy Datik

#### 36 | Customers

OUIBUS, Affiliate Company of SNCF trusts in Irizar

#### 38 | Innovation

Electromobility. The future commitment of the Group

#### 44 | CSR (Corporate Social Responsibility)

Thinking of the next generations helps to build a better world

#### 46 | On the road

The West Coast Route in the U.S.A.



We leave behind our 125th anniversary, which we celebrated during a time of great strength, and continue forward with more illusion and will than ever.

We continue focussed on research and development, on the incorporation of technology and on improving our own products that one year more, will increase very significantly. That way, if during 2014 we manufactured 120 integral coaches, this year we will manufacture more than 250 and growth expectations will continue over the coming year.

The Ormaiztegi plant, which this year will undergo considerable growth, continues bearing the weight of the Group expansion, relieving our plants abroad. This year, all the markets have seen more growth, both domestically and in Europe, and we will obtain a new absolute record of units for the Spanish market, with more than 600 vehicles, just under half of what is produced.

We also have to highlight the position of the Moroccan plant as a complement of the matrix, supporting the manufacture of coaches for the European markets.

In addition, we expect the United States market to become very important for our brand and we should highlight in that sense the sale of the first 30 units in this country.

We continue manufacturing urban electric buses for several European cities and we are immerse in important electromobility R&D programmes that should give us great growth in this line of business over the coming years.

The other group companies are also growing this year and diversifying their markets.

### Now we launch the Irizar i8. A new vision for a new era.

We are proud to present, this year, the Irizar i8 model, which is the result of multiple technological solutions and of the detailed aesthetics based on our experience and innovative spirit. We have created a coach with great personality, which is also safe, reliable and profitable. We continue prioritising profitability, personalisation and we add a new generation of seats.

This coach, classed as a leader and iconic reference, is the pillar on which Irizar builds its future projection in the long route and occasional service sector. The vehicle, based on a dynamic aesthetic revolution and an innovative technology, becomes the maximum expression of quality, strength, and reliability in a sector where its overwhelming visual impact and great personality stands out.

The driver is the main character for whom we have taken great care so that its environment facilitates the work and gives it a sense of well-being that redounds to improved safety for all the passengers that, in turn, will feel the pleasure of travelling in an Irizar i8.

Once again, we are sure that this growth of the group and the launching of innovations, as well as the trust that all of you give us every day, will allow us to continue along the path in the strengthening of the Group for the future.

Many thanks to all of you,

José Manuel Orcasitas CEO Irizar Group





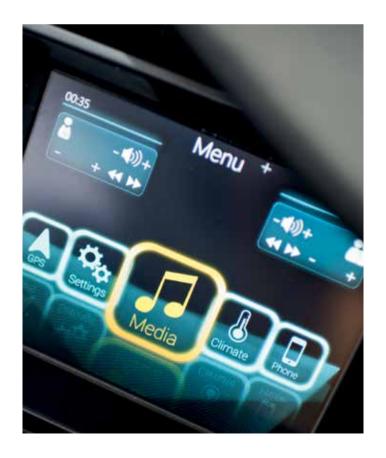


## The official presentation of the Irizar i8 new coach

This year, the scenario chosen for the official presentation of the Irizar i8 coach was stand 406 of Hall 4. A stand that housed two brand new Irizar i8, of 13.8 and 15 meters length and that also was the platform for exhibiting new products and the new generation of integral Irizar buses and coaches.

This was the first stop of a large series of events and presentations that Irizar has planned to carry out around the world. The following presentations will be in the main cities of Spain, in Mexico, UK, Italy and the rest of countries where Irizar will offer the product.

Another example of the gigantic technological steps that Irizar continues taking in its future strategy aimed at becoming a market leader for both the coach and electro-mobility markets and at the cutting edge of new technologies and sustainability.





#### A new era: a new vision

Irizar, worldwide referential business group in the passenger transport sector for over 125 years, presents a new generation of coaches. The Irizar i8 is the sum of multiple technological solutions and of the detailed aesthetics arising from experience and from its drive to innovation.

This coach, classed as a leader and iconic reference, is the pillar on which Irizar builds its future projection in the long route and occasional service sector. This vehicle, supported on a dynamic aesthetic revolution and on innovative technology, becomes the maximum representative of quality, sturdiness and reliability in a sector where its marked, great personality and overwhelming visual impact stand out.

That way, the Irizar Group is consolidated in the luxury coach-manufacturing world as the loyal expression of the artistic and technological spirit of a brand focused on spectacular designs, technology and sustainability, at the same time as granting prestige to the new owners and offering exceptional comfort to the driver, guide and passengers, guaranteeing an unforgettable stimulating experience.

An experience that originates from studying new habits, new centres of interest, new ways of life and from observing our environment and that are our inspiration to sketch new world tendencies and create a new vision of the future.

## Designed to create unforgettable experiences

The brand identity and character overflies the surface of the lrizar i8. A pronounced line that flows along the entire side of the coach and that creates a bold cross-section having more to do with the design of modern cars than conventional coaches, underlining the firm, strong external aspect at the same time as daring and refined, harmonious and fluid perfect combination of surfaces and abrupt lines generating attractive details and beautiful reflects.

The attractive V-shaped piece of stainless stands out at the front, framed by new stylish full LED headlights. The revolutionary styled windscreen integrates inside the LED clearance lamps translating into a clean futuristic look.

The rear is equally evocative. The aggressive lines are maintained, emphasized with the V-shaped emblem as a new element. There are two air outlets form the engine compartment maintaining the new pattern. The rear lights are LED with continuous lineal lighting, exclusively developed for the Irizar i8, incorporating the most modern technologies. At the upper part, the spoiler integrating the rear-view camera completes the rear sculptural shape.

That way, the Irizar i8 becomes a powerful unit transmitting trust, art and elegance.

#### **Technology of tomorrow**

The technologies created by Irizar are aimed at resolving the challenges imposed by traffic conditions and those of the terrain and nature of roads. Also, they are aimed at providing a state of well-being and safety that has to do with calm, the pleasure or enjoyment of the trip.

Among the first, we can highlight the interior and exterior full LED lighting, the multiplexed architecture and CAN communication protocol that articulates all the coach electronics, allowing diagnosis services and collection of data, using the OBD connector, and providing certain intelligence to the systems. The AEB-LDW driving-aid systems are also worth mentioning, integrated by the touch screen, control, and HMI console, from which the entertainment and comfort systems are managed.

Among the second, those that highlight passenger satisfaction: exclusive capacitive switches in the light diffuser and the innovative air extraction systems in the roof and under the coach that respectively increase heating and demisting performance.

## The driver as the main character. Feel the future in your hands

The driver is the main character. The dashboard area is especially comfortable and has been designed taking into account maximum satisfaction of the driver. The instruments and navigation screens have been strategically situated to facilitate their viewing, and all the controls are ergonomically and user friendly located in order to manipulate them with ease. Handling of the systems has been radically improved by means of the swivelling control (joystick), rapid access buttons to menus and a colour touch-screen.

The modern functionality of the MMI stands out, the central console with its simple rapid access menu (cameras, GPS, media, telephone, climate...), integrates all the electronic systems.

In addition, the sensation of comfort for the driver at the controls of the Irizar i8is increased with the adaptability of the steering wheel and seat, optimal visibility of the rear-view mirrors or the possibility of regulating the acclimatisation air outlets. In other words, a way of looking after the driver with care, facilitating the work and transmitting a well-being that redounds in an improvement of safety for all passengers.











#### A symphony for the senses

Because our objective is to generate a sensation of well-being when entering the coach and creating an unforgettable memory in the passengers at the end of the journey: welcome aboard!

Travelling in the Irizar i8 is living a unique sensorial experience. Paying attention to any part of the interior of this vehicle emphasizes the sensations generated by its sculptural exterior design.

The boldness of forms also is inside, offering, through the exquisite care of even the smallest of details (22" high resolution screens, LED lighting in the roof and clearance lamps, capacitive switches...), maximum comfort for all the occupants.

The seats abound in the renewed aesthetics of this Irizar i8. Although we cannot ignore visual elegance, other concepts like comfort, functionality and adaptation capacity are outstanding in their development. Jointly designed with one of the referential European companies in the sector, the seats, in addition to respecting the principles of ergonomics, they add 3-point seatbelts in their configuration, integrated screens, tables, coat-hooks, handles...





A level floor that generates larger volume and more space between passengers, optimum isolation of noises and vibration and personalized interior temperature control are sufficient arguments to caress the well-being provide by a unique experience combining luxury and Irizar personality.

Conceived under the most demanding parameters, the Irizar i8 is a sturdy, lightweight, silent and reliable coach

## Powerful personality Safe, reliable and comfortable

Avoiding problems on the road is a requirement for Irizar vehicles. Just like all the other models of the brand, the Irizar i8 complies with the R.66.02 safety regulation and has the most modern systems for active safety to guarantee stability and reduce risks in unforeseen circumstances.

The stability control ESC actively controls the motor torque and optimally distributes braking power to each wheel independently, to avoid losing control when manoeuvring abruptly on slippery surfaces. The Advanced emergency braking system, AEBS, identifies the need for applying maximum braking force and acts automatically, reducing braking distance. The adaptable cruise control, ACC, is greatly useful in dense traffic conditions, constantly maintaining the distance with the vehicle in front,

being able to stop completely the vehicle. The lane departure warning system, LDW, detects involuntary lane departures from the lane where the vehicle is and warns the driver, by vibrating his/her seat.

In the extreme situations in which behaviour of other road users is unforeseeable, it is reassuring to know that the Irizar i8 structure has been designed taking into account resistance to roll and to head-on collision, optimising weight distribution. And that, in addition, the driver position conception, due to its dimension, ergonomics, control accessibility, massive integration of electronics into a single central console (MMI) and optimal visibility of the rear-view mirrors is a fundamental part underling this aspect.



Conceived under the most demanding parameters, the Irizar i8 is a sturdy, lightweight, silent and reliable coach. It has been subject to hard fatigue tests and reliability tests in one of the most prestigious institutes of applied research, with excellent results.

In addition to introducing the most advanced technologies in design, materials, components, and production processes, the Irizar i8 has maximum quality finishes, making it a completely safe and reliable coach.

#### **Maximum efficiency**

Being aware that fuel is the largest of these costs for the operator, IRIZAR has made great efforts in reducing consumption. The new generation of DAF Euro VI motors with less internal friction, modified fuel injection system and other solutions, very significantly reduces fuel consumption.

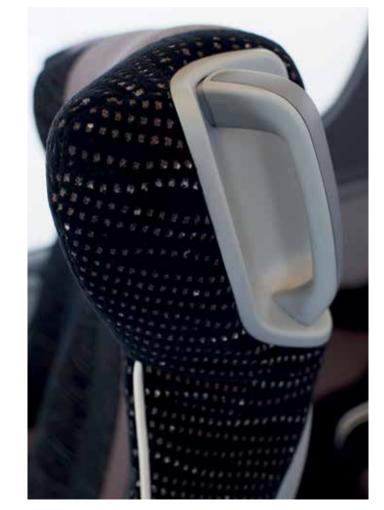
The software of the automated 12-speed gearboxes for choosing the most ideal gear, the aerodynamics with the least coefficient of air friction due to a narrower front with less air intake, the spare wheel cowling, the reduced weight by using high resistance steels or the alloy wheels, actively contribute to the perception that the Irizar i8 is the segment leader regarding fuel consumption.

Other factors affecting the maximum profitability concept are the repair and maintenance costs. In this sense, the service intervals have been extended, being able to circulate for up to 100,000 kilometres without changing the oil and having adjusted the prices of spare parts for the kinematic chain and coachwork.

If we add to this, that the service network continues its expansion process to offer an Irizar authorized workshop near where its coaches are in service, that the residual value of the Irizar i8 will be high, therefore the return on the investment will be attractive for its clients or that reducing CO2 emissions is among its priorities, it can be clearly stated that deciding for the Irizar i8 is, without doubt, the best choice.



Travelling in the Irizar i8 is living a unique sensorial experience. Paying attention to any part of the interior of this vehicle emphasizes the sensations generated by its sculptural exterior design



#### **Personalization**

The Irizar i8 follows the Irizar philosophy allowing a maximum level of personalization. 4 lengths, 3 types of WC, new seats with two different sewing designs, options of 2+2, 2+1 and 1+1 seating thanks to the level floor, different entertainment systems new interior coverings in an infinity of colours and finishes. Summarising, a customizable model of all the needs. Maximum capacity of adaptation. The client can fully customize the coach. Just how it is needed.







#### **Heading to Mexico**

Responding to the innovative capacity that the brand offers, Irizar has not taken too long in jointly developing with Irizar Mexico personnel the adaptation of this new Irizar i8 coach to the needs of the operators and clients in the Azteca market.

It will present this new and technological model of coach to its operators in November and for the first time in integral version.

Mexico is a country where the Irizar brand is well recognized and valued and where the market niche of VIP coaches has a growing demand. It is specifically in these luxury passenger lines where the Irizar i8 fits perfectly well.

This launching event will be carried out in the Queretaro facilities where a new investment has been made to adapt the halls next to the production plant.

It is worth recalling the Irizar brand strategy. It arrives in Mexico with the integral version of its products in order to offer the client a new alternative that will complement the current offer of coaches manufactured on all the chassis brands available in that market.

Mexico is a country where the Irizar brand is well recognized and valued and where the market niche of VIP coaches has a growing demand



#### A journey to the inside New generation of seats New catalogue of finishes

Irizar has developed a new generation of seats concentrating on concepts like comfort, equipment integration, functionality and capacity for adaptation. This new catalogue includes two versions of i8 seats and an i6 plus seat, that in addition to respecting the principles of ergonomics, add 3-point seatbelts, integrated screens, tables, coat hangers, handles... no end of possibilities for personalized and perfectly integrated configurations.

A new catalogue of finishes has been developed to accompany this new generation of seats. Arising from the journey to all parts of the world, which have been our source of inspiration to collect the new worldwide tendencies and create a new vision of our interior. Multiple cultures, ethnic colours full of strength and expression, pixellated urban hues and fragmented greys with thousands of tones.

The result is the fruit of 2 years development through an exclusive work method with experts in tendencies and the collaboration of the best suppliers and our innovation and marketing teams to create our "Irizar Habitat".



A catalogue that includes six ranges of colours, textiles and new generation fibres and new materials, textures finishes and hues. The most exquisite selection for a collection that cares for detail and is at the level of the new generation of coaches.

To feel at home in a unique environment, in an Irizar environment.



# Irizar brand integral coaches and buses

Since 2009, when Irizar Group started the manufacture of integral coaches as a complementary activity to coach working on chassis from different brands, many things have changed in the matrix company and, six years later, thinking as manufacturers with all the implications this involves regarding design and technology, manufacturing structure and aftersales structure.



The decision to manufacture integral coaches meant a radical change in the business concept assuming all responsibility before the clients in those aspects related to the product and aftersales service. Performing the additional durability of the complete product in addition to the usual quality control tests that were increased in this new stage. This means a quantitative jump in the responsibility of Irizar over the behaviour of the coach during its useful life.

Another outstanding aspect is the incorporation if new technologies in the entire product range of the brand. The industrial diversification strategy carried out by the group has facilitated that the new Irizar launches incorporate the latest electronics and communication technologies, positioning itself well ahead of its competitors.

The result is the consolidation of Irizar as a prestigious brand in the sector and the growth of the European markets in which we have initiated our venture.

In this Kortrijk trade fair, Irizar shows innovations by widening the range of integral models that will be available as from this year. The Irizar i8 is presented as the new flagship of the brand that, positioned at the top part of the market, will be the model that replaces, with strong improvements and the incorporation of much more technology, the Irizar pb. The Irizar i8 is the latest Irizar creation, a luxury tourist vehicle for long journeys, regular lines and other special services, equipped with the most advanced technology in the world.

In addition to the Irizar i6 and Irizar i4 models already available, the company presents an integral version of the Irizar i3 low entry with a DAF Biodiesel motor especially developed for the intercity segment. This is a three axle, fully equipped vehicle in both comfort and entertainment aspects.

The launching of the integral range, assuring product and service quality, was the key to increase the trust of our clients and that we have been able to grow continuously in the manufacture of these coaches.

The durability tests were performed throughout 2010 and in 2011 the Irizar i4, Irizar i6 and Irizar pb models were presented in the Kortrijk trade fair. From that point on, growth has been constant and since the manufacture of the pre-series in 2012, 80 units have been produced in 2013, another 150 in 2014, and 250 were produced in 2015. Plans for the coming year are for further growth to reach, at least, 350 units.

The result is the consolidation of Irizar as a prestigious brand in the sector and the growth of the European markets in which we have initiated our venture



Regarding urban buses, the Irizar Group will attend the Kortrijk event with its 100% electric urban bus, the Irizar i2e.

The Irizar i2e is the first urban bus developed by the Irizar Group, a zero emissions electric vehicle that has been very well received on the market and has been chosen Bus of the Year in Spain. In addition to units operating in San Sebastian and Barcelona in Spain, there are already two operating in London city, and units are being manufactured for different cities, among which an order of six buses for Marseille stands out.

Currently there are more than 400 Irizar coaches operating in countries like, United Kingdom, Denmark, Finland, Sweden, Austria, Germany, Belgium, Holland, Luxembourg, France, Poland, Romania, Spain and the United States.

The United Kingdom has become the most representative market for integral coaches where this year more than 80 units were registered. Access to new clients has been possible due to the recognition of Irizar coaches as reliable and quality products and because of the great work carried out by the Irizar personnel in that country.

Currently there are more than 400 lrizar coaches operating in countries like, United Kingdom, Denmark, Finland, Sweden, Austria, Germany, Belgium, Holland, Luxembourg, France, Poland, Romania, Spain and the United States



#### **Heading for the United States**

In this year 2015, we started sales of our Irizar i6 model in USA through a local distributor with proven knowledge of the sector in that country, adapting the coachwork and the power train to the needs of the market.

After several months centred of the development and adaptation project of the Irizar products to the requirements and demands of the regulations and those of the North American operators, the first units of the Irizar 6 model were delivered with a completely new configuration, adapted to the needs and customs of clients in that market.

From now on and until the year-end coaches will be delivered to clients who already trust in Irizar. The sale and after-sale is carried out by INA, Irizar exclusive distributor in USA with business address in Las Vegas (Nevada) and sales and after-sales branches in Dallas (Texas) and in Orlando (Florida).

It is, undoubtedly, a step that consolidates the Irizar Group brand and growth strategy and extends its routes beyond Europe.

In addition to continuing with growth in the countries where we are already present, the company is analyzing other objective markets where the integral coach can add valued to the potential clients.

In addition, the manufacturing of integral coaches in other Irizar production facilities is being analyzed according to the client needs.



### An example of success Evolution of Irizar in the United Kingdom

When Irizar UK was founded in 2011 for the sales and aftersales of the integral coaches, with the participation of two prestigious persons in the UK, sales exceeded expectations right from the start. The company has been growing every year since.

The i6 and i4 coaches proved popular with small and large businesses alike, notable customers including prestigious Clarkes of London and soccer team specialist Ellisons, both of whom bought multiples of vehicles based on their early operating experience. Award-winning operators such as Lucketts of Fareham and Stewarts of Reading are included in a roster of premier operators.

The i6 in its 12.9-metre, two-axle form and 57 seats is by far the most popular, offering the right combination of seating and luggage capacity to suit a broad range of markets. The tri-axle





2015 was a remarkable year, with sales of coaches expected to be close to 100, and no sign of demand slowing

2015 was a remarkable year, with sales of coaches expected to be close to 100, and no sign of demand slowing.

It was also the year in which Irizar UK helped place two all-electric Irizar i2e single-deck buses in London, working this summer for Go-Ahead on two high-frequency routes.

Irizar UK is growing and at Irizar, we have made a clear commitment for the business of integral coaches in this market that includes the incorporation of good professionals from the sector and the expansion of the fleet to offer a better service to the client.

We aware of the importance of the after sales service as a key for the development in this market.

variants have also won the hearts of specialist operators, while the new 10.8-metre length is now gaining admirers. But the i4, with its 'workhorse' image and clear advantages for timetabled and schools work, has devotees and developing potential.

For Clarkes of London, the suitability of i6 for its high-profile operation was underlined with an order for its entire annual replacement cycle in 2013, and have ordered six more for this year. With the coach now being trialled in other operators' fleets, Irizar UK is expecting more to 'convert' to the Irizar Integral coach.



## A new record in Spain

Irizar sales in Spain will reach a new record in 2015. Irizar continues breaking records in Spain. At the beginning of this year, we announced a new record consolidated market share of 47% for 2014 in Spain. This year 2015, we can announce another new record but, in this case, of units produced for the Spanish market.

With the order portfolio already closed for the rest of the year, lrizar will exceed the amount of 600 units. This is more than the 574 units we produced in 2007 and very much higher than the 540 of 2014.

Of all the units produced in 2015, 50% correspond to the i6 coachwork model, 25% to the Pb model, and the other 25% is a mix of the Century, i4 and 13 models

2015

**600** units



In order to manage these volumes in addition to all the integral coaches that have been manufactured for Europe, Irizar has started to manufacture the Century model, which still has a sustained demand in its Moroccan plant. This plant, equipped with production means identical to those in Ormaiztegi will continue manufacturing the orders for the Century model over the coming years as well as the i3 conventional, not hybrid, model in 2016.

With these figures, Irizar continues to strengthen its Spanish market leader position, continuing with its nearness philosophy and adaptation to client needs providing the best products and services, attending to their needs and offering the guarantee of solid project in which you can trust.





## Irizar Morocco: Latest technology in production means

Irizar Morocco is consolidated as Group production facility to help Ormaiztegi in production for Europe.

The decision taken to complement production of the matrix company with the manufacturing of the Century model over this year has given its fruits and Irizar Morocco exports coaches to Poland, Italy, France, Portugal and Spain, and attends to enquiries from other countries outside of Europe.

As from next year, also conventional i3 model coaches will be sold from that plant.

During the manufacturing of all the coach models for Europe qualified personnel from the Ormaiztegi plant accompanied

In response to this growing export demand in the segment of the mentioned products, the plant has been extended by 3000 m<sup>2</sup> to increase the production rhythm with more variety of models and supervised all the engineering, quality and manufacturing processes so the result obtained is identical to that achieved in the matrix plant.

In response to this growing export demand in the segment of the mentioned products, the plant has been extended by 3000 m2 to increase the production rhythm with more variety of models. In addition, latest technology production means have been incorporated to guarantee the same quality and reliability standards as the other Group production plants.

These actuations are framed within the ongoing improvement and corporate image projects that Irizar is carrying out in the production plants and in its installations to guarantee and always offer high quality products and services and innovative technology to its clients.

At local level, Irizar Morocco continues leading the market of luxury coaches, with a market share close to 100%. It has manufactured more than 1500 high quality luxury coaches and is a reference for our clients in reliability and profitability, as well as in passenger comfort and safety. Now it is consolidated as an export platform that supports the Group in Europe and other countries.

### Irizar out to conquer Peru

#### Peru is a great country that offers great opportunities to the group

Irizar, present on the Peruvian market since 2000, today is a reference on the same with the Irizar in model

In this country, where the most common means of transport is the coach, for both professional and private trips, the transport companies are an example of innovation and, after the liberalisation of transports for the medium and long distance, there has been a majority decision for Irizar.

The main companies in the country are committed to personalized services, due to the addition of a safety differential and comfort for the passengers.

In line with this and to improve profitability, large operators are considering changing their investments in double-decker units to longer single-decker ones where safety and comfort grow exponentially and profitability (investment and operational costs) is much greater.

Irizar also offers a model of seat that increases comfort and the sensation of luxury for passengers, new on-board entertainment options, the best heating and air conditioning equipment for that geographical area and active and passive safety systems that greatly exceed local regulations. They have also developed a structural solution that optimizes the vehicle load capacity so that clients can optimize the alternative business of goods transport.

As an alternative to the double-decker coach configuration, Irizar is offering 15-metre coaches with a 2 + 1 seat configuration at the front and 2+2 at the rear.

To complement the offer and centred on improving operational efficiency of the fleet, Irizar offers, as an innovation in the country, the coachwork complete maintenance policy. A service that along with the latest fleet management technologies developed in the group, allows the transporter to focus on operating the fleet of coaches, leaving maintenance of the same in the hands of Irizar. Irizar is leading the transport change in Peru offering flexible solutions to transporters to attend to passenger demand.

With this proposal, Irizar has managed to become part of the new investments by the most important companies in the country, like Movil Tours, Cruz del Sur, Tepsa, Linea or Soyuz.

Peru is one of the countries with greater economic growth perspectives, and specifically in the passenger transport sector of Latin America. This country with nearly 31 million inhabitants in which natural diversity, spectacular remains of ancient civilizations and the modernity of its main cities coexist.





## Irizar Asia Pacific: in the good direction

The change of Irizar distribution strategy in Oceania including having its own branch in that country, has been rewarded, in addition to a strong increase in sales to private companies on the continent, with a contract for the sale of 23 luxury coaches signed between the Western Australian Public Transport Company. This is the first contract with a public company for the supply of luxury coaches and it has been obtained by Irizar Asia Pacific that means it is going in the right direction. The strengthening of the brand image and the trust gained in the private area now adds to that of the public sector.

The vehicles will operate in one of the most remote areas of the planet where the routes can be 800 kilometres in a straight line; joining small aboriginal communities and remote cities with a large metropolis like Perth.

The public Transport Entity is the regulating entity of two public companies in Western Australia, Trans Perth, with one thousand urban buses and Trans WA, with twenty-three coaches and five railway lines.

The intention of this contract is to renew totally the current fleet of 23 Transwa Volgren (local manufacturer) and Scania with the objective of completely changing the Transwa image, and linking values like safety technology and passenger comfort, modernity and reliability of the Public Operator.

To cope with the hard Australian conditions, Irizar has presented an Irizar i6 with a unique configuration that combines the knowledge acquired in the manufacturing of coaches in Europe, Africa and South America. The specification presented included, for the first time, vehicles equipped with double-glazing, double air conditioning areas (Hispa comfort) and Hispacold air conditioning i6+ with 41kw of cooling power. The vehicles have been manufactured from stainless steel for both the structure as the exterior coverings and have an anti-corrosion guarantee of 10 years.

The coaches also are indicated for accommodating persons with reduced mobility using a platform for access in wheelchairs. They also have charging outlets and a courtesy communication system with the driver for help during emergencies.

In addition, the passengers can have LCD screens, European system of high quality sound, eight individual channel sound system, WI-FI connectivity and USB chargers that definitely will change the long distance transport scenario in Western Australia.

"Our choice is based on a points system and the only reason we chose Irizar is because it achieved better results than the other candidates in aspects related to safety, comfort and competitiveness", states Lindsey Organ, Project Manager at Transwa.

The delivery of the first unit that will be manufactured in Irizar Brazil is foreseen for the second week of December 2015. The other twenty-two will be delivered at the start of 2016.

Both the Irizar Asia Pacific team as the rest of persons in Irizar Group are proud of this new achievement.

#### **Cullinan Holdings Limited**

The Coaching & Touring division of Cullinan Holdings Limited is a reference in the tourism industry in South Africa and Namibia. Cullinan Transport operates under three main brands: Hylton Ross Exclusive Touring, Springbok Atlas Luxury Charter, and Autocares Ikapa. These three companies offer services in the high segment of the tourism market, mainly aimed at European tourists.

While Hylton Ross Exclusive Touring has been operating for more than 35 years, Springbok Atlas is a well-known prestigious brand in South Africa and has more than 65 years of experience. iKapa on the other hand, is a tour operator that manages individual and group programmes for foreign tour operators.



### Irizar and Cullinan in perfect harmony

We interview Mr. Geert van Doorn, General Director of the Cullinan Holdings Limited Transport Division, an indexed company on the Johannesburg Stock Exchange, leader in the South African tourism and leisure market and that has been exclusively buying Irizar coaches for nearly a decade. Proof of the perfect harmony between both companies, leaders of the transport market sharing values and an aligned vision of the future.

As Mr. Geert van Doorn, general director of the Cullinan Holdings Transport Division explains, the company started to incorporate Irizar coaches on 2007.

Over the last eight years, Cullinan has purchased nearly 70 coaches for the Guipuzkoa firm and, currently, all its fleet are exclusively Irizar coaches.

Cullinan has the objective of offering its passengers the best in terms of comfort, quality, safety and global journey experience. According to his words: "The Irizar coaches are the ones that best adapt to our demands. The Irizar classic and timeless designs, the upstream innovation and the safety of their coaches are so high that even previous generation coaches are in excellent conditions and proudly offer services to the most demanding international travellers. Regarding new generation coaches, their aesthetics, comfort and safety are, simply, unbeatable on the South African roads.

There are many common points between Irizar and Cullinan and perhaps that is one of the main pillars of the current relationship between the two companies.

Both companies were established as family companies and proudly boast history covering more than a century: Cullinan Holdings was founded in 1901 as the famous mining company that discovered the largest rough diamond ever. Currently, like then, it is still a leader in its field of actuation.

Innovation is another common objective. Cullinan is continually endeavouring to mark a difference in South Africa and offers its clients, with the help of Irizar, higher safety and quality parameters than any other luxury tour operator in South Africa. Even though not being a legal requirement for its market, Cullinan is the only tour operator in South Africa providing all its passengers with three-point safety belts. The same way, the Irizar coaches comply with the safety regulation R66 / 02 for anti-roll protection, a standard safety requirement in Europe as from 2017, and that Irizar has already implemented in all its coaches, including those for the South African market.

Through permanent communication, there is a common understanding of the challenges that both companies have to face. The mutual trust and respect existing between the supplier and the client have helped to consolidate the relationship even more.

Each order, independently of the amount of units, is handled with the same efficiency. The quality of the Irizar after-sales service is especially important for us therefore we always focus our efforts on strengthening communication in this area", assures Mr. Geert van Doorn.



# Jema Energy is installed in Brazil and in Mexico

Jema, power electronics company in Irizar Group has taken a gigantic step in its internationalization process by setting-up a plant in Brazil and with the announcement of the inauguration of another in Mexico for next year 2016.

Jema has the support, experience and strong presence and important market share that Irizar Group has in both countries. Both the Jema Brazil plant as well as that of Jema Mexico are next to the Irizar bus and coach installations in those countries.

The main objective of both implantations is the manufacturing of solar inverters because the company is receiving significant orders in those countries from both Spanish and local companies in their markets. These two markets and other Latin American ones have great potential development because of the growing energy needs.

The decision for implantation in Mexico was not only taken because of the great energy needs in the Azteca market, but also to anticipate and take advantage in the manufacturing and after sales service with European competitors and gain in competitiveness. Mexico, through the Free Trade Agreement (NAFTA) has become a platform to approach the United States market. Currently Jema is present in the United States through its commercial office in San Francisco.

The production will respond to the demand that is produced by the photovoltaic sector. Jema Mexico already has an important first order to become a supplier of solar inverters for two photovoltaic plants in the Azteca country for the value of 26 million Euros, in which, in addition it participates as technical assessor. These two photovoltaic plants will be built in the Chihuahua and Sonora states, as from next May, and they will have the capacity for 350 megawatts, which is double the total energy capacity currently installed in Mexico.

Regarding the Jema plant in Brazil, it is already operationa after the authorities in the country have homologated the first inverter prototypes manufactured.

The solar inverters that will be designed and manufactured adapted to the needs of each client will have power units between 0.5 and 1.5 megawatts for all objective markets

The objective of this expansion plan is to become the leader in inverters for large installations of photovoltaic energy in Latin America because Mexico will have the most powerful installations of the entire continent. The one in Chihuahua will have a generation capacity of 200 megawatts and that of Sonora of 150 megawatts.





# Providing more technological innovations in safety and exploitation for clients

#### Technological innovation is the strong future commitment for the group

Since we took the decision to become integral coach and bus manufactures, our innovation and technology dynamics have made great progress above all in the projects related to vehicle systems, management and integration of the same with all the coachwork components and the power train.

Following in this line, all the electronics and their management, the multiplexed systems of the entire vehicle have been developed providing much more simple and reliable maintenance of the same that can even be done by internet, the MMI (Man Machine Interface), as well as complete solutions for transport management and driving safety by Datik.

Datik is the technological company of the Group offering safer, more reliable, sustainable and quality solutions for transports and at the same time it is committed to each company having the key data to help them improve competitiveness reducing operational costs.

In the field of technological innovation in citizen mobility, we have the DCB (Datik Computing BoardBrain) with a strategy cantered on Smart Data. These electronics are capable of reading any information generated by vehicles and the iPanel, a series of tools that use the most advanced technology so that any client has specialized central technical support.

Datik has the objective of transforming data and simplifying it so that it becomes useful for taking important decisions, offering complete solutions and adapting them to the needs of each client even complementary to other systems these may have for fleet management.

The **Magic Eye** is an advanced driver aid technological system that reduces risks of distraction and collision by means of detecting and prevision of situations through radar technology and artificial vision, which contributes to more reliable and safe driving. The driver fatigue detector is included in its configuration. A system capable of detecting tiredness of the drivers and warning them by means of seat vibrations; the land change detector that allows warning and notifying the driver when there is a lane change that could be caused by driver distraction and the obstacle detector that warns the driver when there is a vehicle in front at less than the safety distance.

**The fully customizable IPanel** fleet manager offers the most advanced technology in order to optimize fleet performance and profitability, in addition to completely monitoring the costs and efficiency and providing driver safety.

Related to driving safety the manager includes a solution for monitoring driving hours that avoids fatigue risk and fines for infractions and monitoring compliance of speed limits along the route:

In the anti-vandalism aspects, IPanel has on board video surveillance cameras in permanent operation to register activity both inside and outside of the coach with intelligent labelling for quicker searching of the most relevant moments of the recording; a hidden panic button to activate it on case of danger, anti-theft device and a system that warns and records any extraction of fuel while the coach is stopped.

Regarding passenger information, IPanel facilitates information about routes, punctuality, incidents and publicity both on mobile phones of the guards, as well as on large size anti-vandalism multimedia screens in the stations and multimedia screen inside the vehicle.

For the driver, it allows the Interchange of messages between the control centre and drivers to notify about incidents, route changes and all communication that can affect improvement of the system, offering timing information of the current route, and through **Ecoassist**, a system that allows reducing fuel consumption providing efficient driving indications that help the driver to reduce overall fuel consumption, showing fuel consumption efficiency data and carbon dioxide direct emissions, to take decisions and optimize resources.



New products will be presented in the Busworld trade fair like the new permanently connected navigation system with the possibility of making hands-free voice calls allowing the driver to communicate with the manager without releasing the steering wheel and having the timing information of his/her current service.

The traffic operator uses the manager to know the location of the fleet and the incidents that can affect to development of the service planning, monitoring the timing as a support for the configuration of the transport offer and interchanging messages between the control centre and drivers, to notify about all communication that can affect service improvement.





# OUIBUS, Affiliate Company of SNCF trusts in Irizar

Ouibus, Affiliate Company for passenger road transport of SNCF trusts in Irizar when acquiring 76 Irizar i6 model coaches

Of the entire order, 40 units correspond to the Irizar i6 model and have been directly acquired for the renewal of its fleet and planned for delivery at the end of this year. Another 36 units are added to this amount for different operators working for this company between France and Spain, making 76 units.



With these nearly 80 units, Ouibus continues its strategy of expansion throughout Europe and is positioned as a complement for train passengers on interregional lines when the market is liberalized this year

## Safety, Service and Technology

These coaches will be equipped with all the active and passive safety systems: ACC AEBS, as well as LDW systems and fatigue detection (DFW) by DATIK.

With these nearly 80 units, Ouibus continues its strategy of expansion throughout Europe and is positioned as a complement for train passengers on interregional lines when the market is liberalized this year.

# Ouibus has decided on the Irizar i6 as the vehicle that best adapts to its needs. A coach that meets the identifying values of this company: safety, comfort, reliability, profitability and design; characteristics that make the Irizar i6 the perfect vehicle for exploiting long distance lines.

# They are the Irizar i6 of 14 metres length and 57 seats with maximum ergonomics and comfort to offer high quality service. The vehicles are manufactured attending to the standard equipment required by the firm and will have an important amount of leisure and entertainment equipment with 220V, USB outlets and on-board WI-FI. In addition, they have real time information on screens distributed throughout the coaches.

### **Irizar Autocars - Irizar Group**

Irizar Autocars, founded in 2011, is the Irizar Group branch in France. 100% owned by Irizar, its activity is centred on sales and after-sales service of Irizar coaches. Its facilities, located in Tours, consist of sales offices, as well as repair facility and the logistics centre of the entire Irizar authorized service network. It will also manage the "repair & maintenance" of all these units.

Commitment to quality and being close to our clients has made Irizar Autocars a Premium reference in France, where it can offer the client better products and services for their specific needs.



## Electromobility The future commitment of the Group

Irizar is decided to lead the electromobility market in cities and position itself at the vanguard in new technologies related with these concepts in order to promote the use of clean and accessible transport committed with the environment, well-being and health of persons and creating better urban environments. Our commitment to reducing acoustic contamination, obtaining lower consumption reducing costs and using zero emission vehicles. This is the new Irizar Group future strategic line.



In addition to the Irizar i2e urban bus, which is a reality, the Group is immersed in new and ambitious projects for new products as well as the construction of a new facility dedicated to this new line of activity.

The new projects under way will complement the needs for electromobility in cities as well as the main components and systems of the same: vehicles, charging systems, energy storage systems, etc.

## The Irizar i2e operating in important European cities

Nearly one and a half years after presenting the first units in San Sebastian and Barcelona, results could not be more satisfactory. Important European cities with firm commitments to sustainability are showing special interest in the Irizar Group 100% electric bus.

London, Paris, Marseille and others that soon will join this group already have buses operating on their lines with successful operational data. These vehicles that way add to those delivered in 2014.



The Irizar i2e integrally manufactured with Irizar Group own technology is offered to urban operators as the bus of the future for cities. It incorporates the latest technologies and, this way it becomes a reference in sustainability, eco efficiency and profitability for urban mobility, and responds to current and future needs in modern cities.

With this latest step, Irizar not only shows its capacity for adapting to the needs of markets, operators and the existing regulations in these countries, but also reaffirms its intention of positioning itself as a market leader in urban mobility with a firm commitment to contributing to the sustainability and improvement of urban environments.

#### In London

Two Irizar i2e buses delivered to Go Ahead London, the largest bus operator in this city, are already operating in London.

The first of these two units was introduced at the "Clean Bus Summit" which took place on the 29th of June in the City of London. The Summit, which was based on the World Declaration on clean buses, was organised by the city of London in collaboration with the Group leading the C40 Climate declaration that was signed in Buenos Aires, with the participation of other cities such as Lima, Barcelona, Amsterdam and Rome.

These are 12-meter buses and their main features include a continuous low floor and two double doors with an electric ramp located in the central door. The electric motor has 180kW of power and stores 282kw of energy with which it is considered to have a range between 160 and 180 km in London traffic conditions. As an innovation, they also incorporate a heating-cooling unit for the driver area and complete anti-vandalism locks.



On this occasion Irizar has taken advantage of its extended experience manufacturing buses and coaches to comply with the demanding specifications from TFL and Go Ahead for a larger internal distribution with 26 seats + 1 RMP place for a total capacity of 60 persons. The vehicles are going to incorporate all the fleet management systems and telemetric standards in the city of London.

They will begin operating on the busy 507 route that connects Waterloo Station and Victoria Station and route 521 connecting Waterloo Station with London Bridge Station.

In the words of Richard Harrington, engineering director of Go-Ahead London: "London buses are in the process of becoming the bus fleet most respectful with the environment in the world. We were the first in the capital to operate full electric vehicles and 18 months of reliable service proof that this form of energy is a viable solution. We welcome Irizar to this market and we are looking forward to working with them for the benefit of all Londoners."

#### In Marseille

At this same venue, and following the positive experience and results obtained by this vehicle in tests conducted over a two month period by the RTM, Irizar announces the sale of 6 electric buses to the Centrale d'Achat du Transport Public - CATP, which will be delivered to RTM Marseille between the end of this year and early 2016.

They will operate on the most frequent lines of Marseille city and will incorporate a continuous low floor configuration with two double doors and an electric access ramp in the central door. The interior layout includes a total capacity of 77, with 27 seated, 1 RMP, and 49 people standing.



#### In Paris

The Irizar Group bus also forms part of test phases performed by RATP (the largest Public Transport Group of Paris) and currently is operational on different lines in the city of Paris.

The RATP bus 2025 project wants to establish a fleet of buses in Paris with 80% electric units and 20% biogas ones. The specifications include, among other features, the need for vehicles to be 100% clean, to have an average capacity of 90 passengers, and to show a range of 180 km on a single overnight charge at the depot.

## In Bayonne (France)

In September, the Irizar i2e bus was presented by the Bayonne mayor, Mr. Jean-Rene Etchegaray following in the steps and commitment that the city of Bayonne is taking in sustainability. The bus

## Grup Baixbus - Metropolitan Area of Barcelona

The metropolitan area of Barcelona and, specifically, the company Baixbus, has just acquired an Irizar electric bus unit. The result obtained in tests performed with the Irizar i2e bus in March this year were decisive and Baixbus, a company that operates in the metropolitan area of Barcelona, has acquired this model. This bus will be delivered before the end of the year.

## Vehicle operational results

## Bus operating in the city of San Sebastian (Dbus operator)

In service since 23rd July in the city of San Sebastian

Operating on all 12 meter lines

Kilometres travelled: more than 30,000 km

Daily operational hours: between 14 and 16 hours

## Two vehicles operating in Barcelona (TMB) European ZeEus project (TMB)

In service in Barcelona since 18th August

Operating on line 20

Kilometres travelled: more than 40,000km

Hours of operation: approximately 16 hours

#### Tests in EMT of Madrid

A week of tests in the EMT bus station of Madrid

An 800-metre circuit with intermediate stops where doors are opened and closed

Kilometres travelled: 150 km in 12 hours

Equivalent to: 180km/h and 14 hours

#### Tests in RMT of Marseille

Tests carried out from 24th November 2104 to 22 January 2015

Operating on line 83

Kilometres travelled: 4000km

Daily hours of operation: between 12 and 14 hours



## Tests made by the Barcelona AMB

Test made by Baixbus from 10/03 to 22/03

Operating on lines L46, L52, L96

Kilometres travelled 205km

Daily hours of operation: 12

Test made by Tugsal from 25/03 to 08/04

Operating on lines B31, N11 and B26

Kilometres travelled: 2.040 km

Daily hours of operation: Between 12 and 15 hours

#### Two units in London

In service since the first week of August

#### **Projects in which Irizar participates**

#### **ZeEUS** project

Irizar has been the first company, in 2014, to deliver two electric buses on the city within the framework of the European ZeEUS (Zero Emission Urban Bus System) project, framed in the Seventh Program Frame, within the European initiative Green Cars with the aim of demonstrating economic, operational, environmental and social viability of electric buses as a real alternative for mobility in urban environments.

#### Project EBSF2 (1/05/2015-30/04/2018)

European Bus System of the future 2, financed by the H2020 program of the European Commission. Consisting in the development and validation of different solutions combining efficiency of bus systems in an organized method. Irizar leads the project in Barcelona and participates in that of San Sebastian.

#### **Project ELIPTIC (2014-2016)**

Public Transport Electrification in Cities financed by the European Commission H2020 program. The objective is to develop new buses to optimise the existing electrical infrastructures and the buses, saving energy and optimizing costs.













# Thinking of the next generations helps to build a better world

The main initiatives we have carried out in 2014 with those forming part of Irizar Group, our clients, external collaborators and society have been reflected in the sustainability report we have made available to everyone.

We believe that the definition of Corporate Social Responsibility is thinking about the future to build a better world. Therefore we act in a sustainable manner to become more competitive each day, generate wealth and long term employment, satisfy our personnel, our customers, collaborators and protect and preserve our environment for generations to come.

Our relationship with society is that of respect, open and participative, collaborating in culture, sports, education of our neighbouring surrounds, as well as in solidarity actions.

We are immersed in projects for making progress in energy efficiency, in optimizing the treatment of waste in all of our companies and in reducing the environmental impact caused by our activity and products and in contributing to improve the health and quality of life of our citizens.

One more year, we have renewed adhesion to the United Nations World Agreement unmistakably showing our commitment with sustainable development and with Human Rights, Labour Rights, the Environment and Anticorruption.

We worry about the persons forming part of Irizar, to impulse their education, their development of a professional life, conciliating better with family life, promoting communication, participation, self-management and teamwork.

We continue to prioritize and dedicate the necessary resources in an occupational Safety and Health system that is integrated in the daily managing of our activity, prioritizing safety and health over other aspects. We work hard every day to satisfy our customers and earn their loyalty by building close relationships and offering them the best products and services. Our transparent business ethics define us.

All of our achievements are based on our efforts, made financially as well as the dedication of the persons that comprise Irizar, which contributes to building a better socio-economic environment and a better society, of which we are an integral part.

## Our most important step; promoting electro mobility in cities with great improvements and elimination of CO2:

Without doubt, electro mobility for cities is our first strategic commitment with great impact on innovation in sustainable mobility. It reflects our firm commitment for contributing to improving safety in transport and quality of life for citizens.

The Irizar i2e bus that already operates in cities like London, Barcelona, Paris, and Marseille arrives with the intention of positioning itself as leader in urban mobility, with this firm commitment for contributing to sustainability and improvement of the environment in cities. With 60% of the European Union living in cities, eliminating contamination is one of the great challenges facing urban centres. Circulation of fuel vehicles is the cause of 40% of the emissions of CO2 and of 70% of other contaminants. Each electric bus will reduce the annual emissions of CO2 by 318.28 tons during its service life and will save 33,000 litres of fuel.

Another outstanding aspect is the quantity and quality of employment created in Irizar. Over the last 4 years, in full crisis, we have contracted 40 higher graduates, mainly engineers, and 120 mechanical and electrical assembly technicians to facilitate the development of high technology products and growth in both integral and conventional coaches.

Quality of the employment is high because all the contracts are fixed after a training period to see the suitability of all contracted persons.

## One million Euros per year invested in the health and safety of persons

Over the last years, we have been investing one million Euros in health and safety of persons that without doubt, has provided an increase in health

We have a well-developed preventive health system, which includes a team of physiotherapists to handle physical problems and prevent future problems.

With the work of the health and safety team by means of actions for all accidents and incidents, we can affirm that the index of claims and incidents has been greatly reduced (see indicators).

## Moreover, we contribute as much as we can to improving our social environment.

In spite of the economic crisis, we are contributing 1.5 million Euros per year to support our community.

Currently we are immerse in more than 40 projects through 20 NGOs on 5 continents, occupied in attending to the most

disfavoured and elderly persons, in their education, their health, as well as the development of minors disabled or not (physically or mentally) or in risk of social exclusion.

In addition, we collaborate with 20 Guipuzkoa associations with the aim of helping them reach their objectives.











## The West Coast Route in the U.S.A.

Another must-see from San Francisco is the Golden Gate Bridge, the symbol of California. From there you can see some excellent views of the bay with your binoculars and a 360-degree panoramic view

California, or the "golden state," was the centre of the hippie movement, recognition of homosexuals' rights and surfer culture, to name just a few historical events. This area is also made up of Washington and Oregon, which offer beaches, entertainment, the country's best wines and a culture that is just as happening as was that of the 60's.

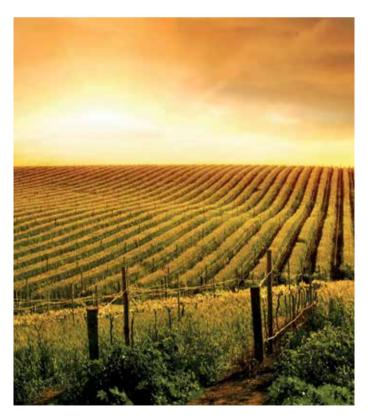
San Francisco is California's shining star and one of the most beautiful cities of the United States. This city, located on the bay, is highlighted by its Victorian buildings and the blue of the Pacific Ocean. It also has an entertaining nightlife. You can take the historic trolley, one of the country's National Historical Monuments, which is a great way to discover the city. Follow the three routes that will take you by the city's main attractions. Another must-see from San Francisco is the Golden Gate Bridge, the symbol of California. From there you can see some excellent views of the bay with your binoculars and a 360-degree panoramic view.

With the glamour of film backing it up, Los Angeles is the second greatest city in the country, after New York. Its attractions cover five counties. One of the most famous counties is Hollywood, with its mythical sign made of wooden and metal letters that are all 45 feet (15 m) tall. A few of the must see attractions are the Grauman's Chinese Theater, the Walk of Fame with the names of movie stars and Universal Studios, with its amazing stages.



If there is a city on the west coast that is in charge of the spirit of fun and everything in excess, Las Vegas is definitely the one to visit. Located in Nevada, this city is the headquarters of dozens of casinos and entertainment shows. The most famous street is Las Vegas Boulevard, which is full of casino hotels, spas, shopping centres, restaurants and nightclubs. The famous saying for the city of sin is, "what happens in Las Vegas, stays in Las Vegas." When you are about to enjoy a good meal, the west coast offers the best wines that are produced in the country.

Just an hour from San Francisco, you'll find Napa Valley, an area with a concentration of more than 120 wineries. There are also plenty of high-end restaurants. As you sit with a cup of great wine in your hand, all you need to do is give a good toast under California's sun and savour the sweet wine of this land

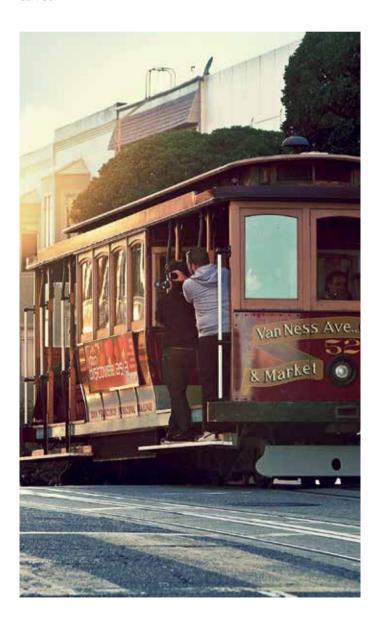


#### 10 MUST SEE PLACES FROM THE WEST COAST

## San Francisco

The Golden Gate Bridge, the symbolic bridge from San Francisco that has appeared in dozens of Hollywood films.

The centre of culture and finance for California, it is one of the cities you have to see from the West Coast. The famous Golden Gate Bridge, a suspension bridge that unites the peninsula to the north, is one of the area's most visited locations. Also, from Twin Peaks hill, you can see the best panoramic views of the city. In addition, getting on and off the famous and historic trolley cars and visiting China Town are some of the other activities that you can do.



## **2** Seattle

Seattle, in the northeast of the United States, is the cradle of the grunge movement and the birthplace of Jimmy Hendrix.

Located at the northern tip of the west coast of the United States, Seattle is a city with plenty of nicknames: The door to Alaska, since it is the closest big city to that state; Rain City, with its frequent rain showers; and Jet City, because the multinational company Boeing started there. But Seattle also has great cultural value, considering it is the birthplace of the grunge movement. Nirvana and Pearl Jam came from Seattle, to name a few of the bands that came from there. It is also the birthplace of Jimmy Hendrix. One of its most representative and unforgettable views of the city is the Space Needle, a 605-foot (184m) tall tower that many people may recognize from the famous TV series, Frasier.





## **3** Los Ángeles

The most populated city in California offers you many activities and is home to one of the most significant film industries in the world. One of the places that best reflects the spirit of the region is Venice Beach, a place that was born out of the hippie-bohemia-surfer community some 100 years ago. Today, it is the ideal place to hear good music and enjoy the ocean with its pedestrian walkways along its shores.

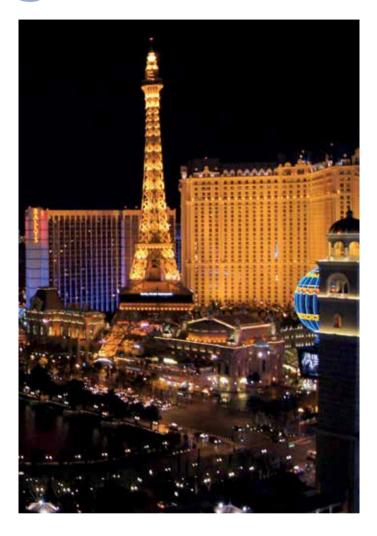


Hollywood Boulevard has Hollywood's Walk of Fame, with dozens name plates dedicated to famous artists from every era. Ever since the first movie studio was created at the beginning of the 1910s, it is impossible to think about this Los Angeles district without referring to its film and glamor. Those people visiting the city must see this walk on Hollywood Boulevard. The classic Walk of Fame in Hollywood is covered with its small nameplates giving tribute to the biggest movie stars from every time period.

A view of Los Angeles at night, the most populous city in California



## **5** Las Vegas



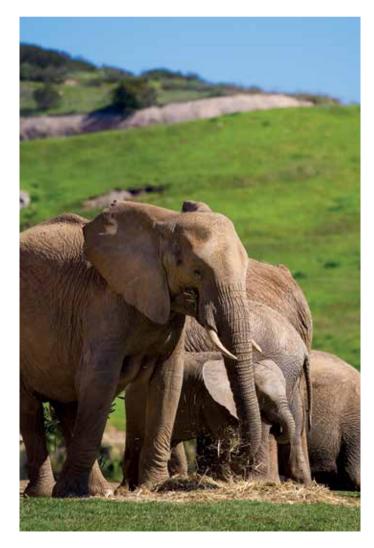
The neon lights, an unmistakable sign of the city of Las Vegas

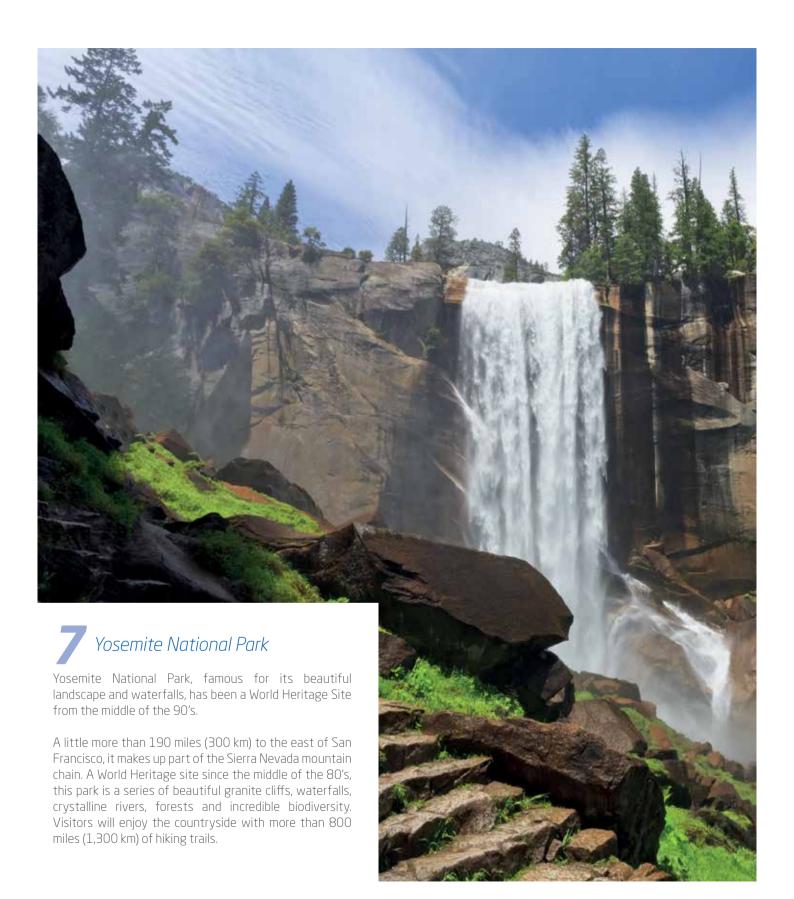
Known by all as the "city of sin," it is one of the worldwide capitals of entertainment and it is home of dozens of casinos. The majority of luxury hotels and shows can be found on the famous Las Vegas Boulevard. In any case, a great way to learn about the history of this area is walk the famous Fremont Street. The spirit of the 60's still beats strong there.

## **5** San Diego

San Diego is attractive with its beaches, nightlife and famous zoo, which is one of the few places in the world that has a giant panda.

Thanks to its exceptional climate, its beautiful beaches and nightlife, San Diego is one of the greatest touristic destinations of the West Coast in the United States. One of its greatest attractions is its famous zoo, which has over 4 thousand animals and 800 different species, among which are the okapi, polar bear, Cuvier gazelle, Queensland Koala, and sable antelope. It highlights the giant panda, which is found at only a few zoos around the world. At night, you can find some great entertainment in the Gaslamp Quarter, a Victorian style neighbourhood that has been restored. It is located in the city's centre and you can find the most visited bars and restaurants there. San Diego is the centre of the greatest naval fleet of the world and it is the seventh most populated city in the United States.

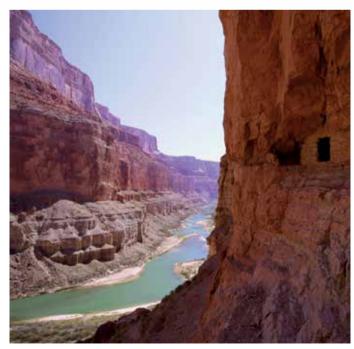






## 8 Colorado's Grand Canyon

This is, along with Niagara Falls, the most famous natural attraction of the United States. It is a ravine carved out by the Colorado River in the north of Arizona. In addition to its hiking trails, you can go on an organized rafting trip or river descent. From the Hualapai Reserve, inside the park's perimeter, you can walk on the Skywalk, a footbridge with a glass floor suspended some 4,000 feet (1,200 m) in the air.



## 9 Napa Valley

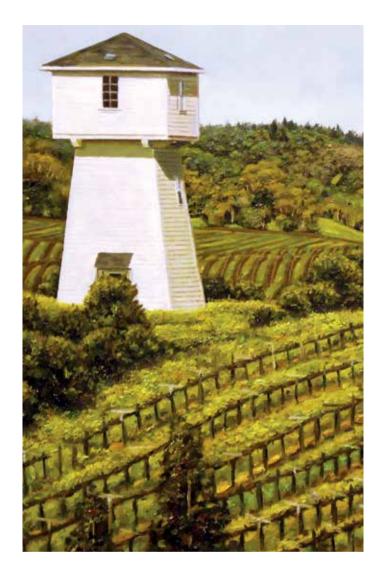
Napa Valley is the recommended place for a California wine tour. There are more than 120 wineries and high-class restaurants.

This is the famous California wine route where the best wines from the United States are made. There are more than 120 wineries open to the public where you can take a tour and enjoy their wine. There is also a great supply of high-class restaurants. The famous U.S. film "Sideways" was filmed in locations around the area.

## 10 Shopping

Rodeo Drive, in Los Angeles, is the best place to go shopping for the best brands.

The mall at Pier 39 in San Francisco is one of the most historic locations for shopping and having fun. You'll find all types of stores, bars, restaurants, art galleries and even an aquarium. Those travellers looking to purchase luxurious items should go to Rodeo Drive, in Los Angeles. You will most likely find yourself making purchases from Armani, Badgley and Mischka, Cartier and Dolce & Gabbana alongside a few famous people.









A new era: a new vision



#### **IRIZAR S. COOP.**

Zumarraga bidea, 8 Ormaiztegi (Gipuzkoa) España

Tel.: + 34 943 80 91 00 Fax: + 34 943 88 91 01 E-mail: irizar@irizar.com

www.irizar.com

#### IRIZAR MÉXICO, S.A. de C.V.

Av. las Misiones, 13 3 a Etapa Parque Ind. Bernardo Quintana Municipio El Marqués 76249 - Querétaro - México

Tel.: + 52 442 238 25 00 Fax: + 52 442 226 66 30 E-mail: aburgara@irizar.com.mx

www.irizar.com.mx

#### **IRIZAR BRASIL S.A.**

Rodovia Marechal Rondon Km 252,5 CEP: 18607-810 Botucatu SP-Brasil

Tel.: + 55 14 3811 8000 Fax.: + 55 14 3811 8001 E-mail: irizar@irizar.com.br

www.irizar.com.br

#### **IRIZAR MAROC, S.A.**

Autoroute Casablanca-Rabat 0,300 km Skhirat - Maroc Tel.: + 212 37810115

Fax: + 212 37807668 E-mail: irizarma@iam.net.ma www.irizar.com.ma

#### **IRIZAR SOUTHERN AFRICA**

33 Sarel Baard Crescent Gateway Industrial Park, 0157 Centurion P.O. Box. 16468, Littelton 0140 Centurion South Africa

Tel.: + 27 13 661 1927 Fax: + 27 12 661 1928

E-mail: paul@irizar.co.za