

15 March 2005

# PRESS RELEASE



## **BUSES RECEIVE IMPORT APPROVAL! ROGER HEARD COMES OUT OF RETIREMENT TO MANAGE SPARES FOR ALEXANDER DENNIS**

**Approval has today been received for the importation of more than 100 Asia Bus Response vehicles into Sri Lanka and Indonesia. And in another significant development, a further major supporter has announced it is to help this unique UK bus industry relief appeal.**

Alexander Dennis has committed to co-ordinate, assemble and package spare parts to accompany the donated vehicles. The Alexander Dennis team will be led by the retired Transbus Sales and Marketing Director, Roger Heard OBE.

Mr Heard said, "Along with millions of others, I felt the need to do something in response to the tsunami tragedy. I'm glad to come out of retirement and use my export experience to put vehicle packages together that will ultimately benefit thousands of people.

"The **Asia Bus Response** appeal is tangible, and something the bus industry is capable of doing well. We have a wealth of well maintained, suitable vehicles that are able to operate successfully in the Asian climate. Utilising vehicles that are no longer required for service in the UK but will be well used in these countries, seems to me to be an excellent match of resources and makes a highly practical relief initiative."

David Quanton, Sales and Marketing Manager at Alexander Dennis, commented, "Over the years we've seen buses donated to disaster appeals, but often the vehicles have been unsuitable or have a lack of spare parts supplied with them, so that they have failed to deliver the relief promised.

"By co-ordinating the experience of manufacturers, operators and component suppliers, Alexander Dennis is pleased to help the **Asia Bus Response** initiative to deliver all it has promised."

**More buses are still wanted!** An April shipping date and details of supplies to be carried with the buses will both be confirmed soon. To donate robust, high-floor, low-tech mid-life buses that are fit for a few years' hard work, email [info@asiabusresponse.co.uk](mailto:info@asiabusresponse.co.uk) or call Mitch de Faria on Tel 01664 561711; for spare parts, call Roger Heard on Mbl 07831 233510; for local authority co-ordination, email Andrew Varley, [andrew.varley@env.lancscc.gov.uk](mailto:andrew.varley@env.lancscc.gov.uk) Tel 01772 263336. Visit [www.asiabusresponse.co.uk](http://www.asiabusresponse.co.uk) for regular information updates.

**ENDS**

Further information:

**Asia Bus Response** media information & bus donations:

**Mitch de Faria, The Event Makers**

Tel 01664 561711 Fax 01664 859276 Mbl 07957 200277

email [info@asiabusresponse.co.uk](mailto:info@asiabusresponse.co.uk)

**Asia Bus Response** spare parts co-ordination:

**Roger Heard OBE, Alexander Dennis**

Mbl 07831 233510

email [wendy.manson@alexander-dennis.com](mailto:wendy.manson@alexander-dennis.com)

**Asia Bus Response** local authorities co-ordination:

**Andrew Varley, Lancashire County Council**

Tel 01772 533336 Mbl 07887 831127

email [andrew.varley@env.lancscc.gov.uk](mailto:andrew.varley@env.lancscc.gov.uk)

**Islamic Relief** Abdul Aziz Rajab-Ali

Tel 020 8498 2095 Mbl 07900 470994

email [abdul.aziz@islamic-relief.org.uk](mailto:abdul.aziz@islamic-relief.org.uk)

Editor's Notes:

**Asia Bus Response** is a voluntary, co-ordinating group of UK bus professionals that aims to help the UK bus industry respond appropriately and meaningfully to the tsunami disaster.

As well as providing vital transportation for people and supplies in the devastated areas, donated buses will be used to reskill drivers and engineers, and development agency, **Islamic Relief**, will then pay those people a living wage.

**A full list of Asia Bus Response donors and supporters can be found at**  
[www.asiabusresponse.co.uk](http://www.asiabusresponse.co.uk).