

welcome back

Miñarro García, Héctor Serrano Studio and Javier Esteban.

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# Second Prize winner in the New Bus for London Competition.

Miñarro García, Héctor Serrano Studio and Javier Esteban.



# The evolution of the Icon.



"Along with Nelson's Column, Tower Bridge and The London Eye, our city's ubiquitous black cabs and red double-decker buses have become trademark icons for London." Boris Johnson.



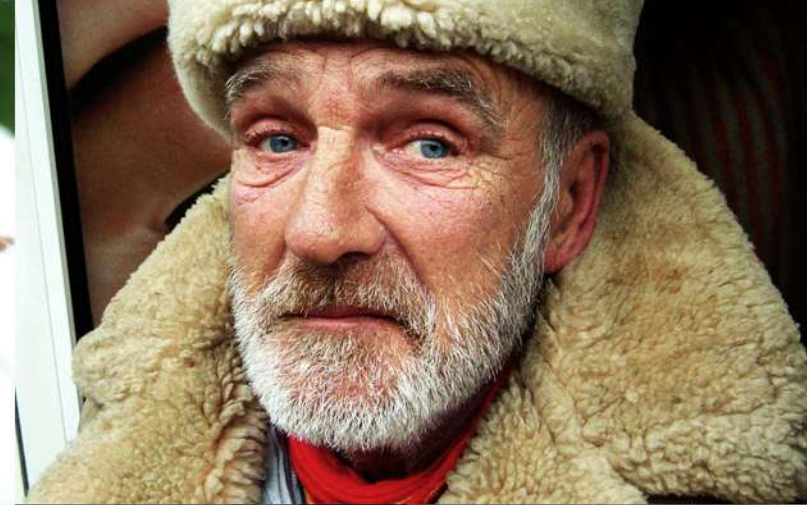


"A brand new bus for London, based on the much-missed Routemaster."  
Boris Johnson.



We,  
Londoners  
love the  
Routermaster.





“The driver should only be thinking of driving safely, not dealing with fares and trouble on the bus.”Steve Ward.

“The times I've been stationary in a traffic jam on a bus with the doors shut, and a driver who would not open them until the next bus stop.Bring back the Icon!”Peter.

“I do like bendy buses, but they are not appropriate in a compact city like London.” Phelix Parsons.

“Route Masters are iconic, wonderful, and fun.” Stephen Coates.





# A bus tailored to london.

A unique bus, specially design for London. A bus that in fact, could only exist in London.





An innovative bus  
combining the best  
of the past with the  
best of now.





# A proven successful strategy.



Please  
welcome a  
brand new old  
Londoner.





Trafalgar Square  
Piccadilly Circus  
Hyde Park Corner  
**9**  
ROYAL ALBERT HALL

RTM 012











# Passenger comfort.

- Encapsulated hybrid powertrain outside the passenger compartment.
- No mechanical connection across passenger compartment (between engine and rear propulsion wheels)
- Less noise and heat at passenger





A window to  
celebrate our  
double decker bus.



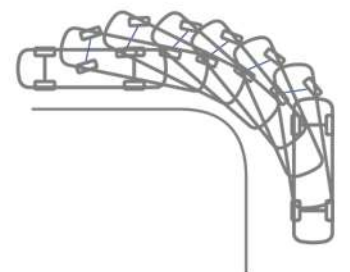






# A compact bus for a compact city.

- Small wheelbase = less turn radius.
- less weight = less energy demand.
- Less intrusive for the city a more friendly bus.



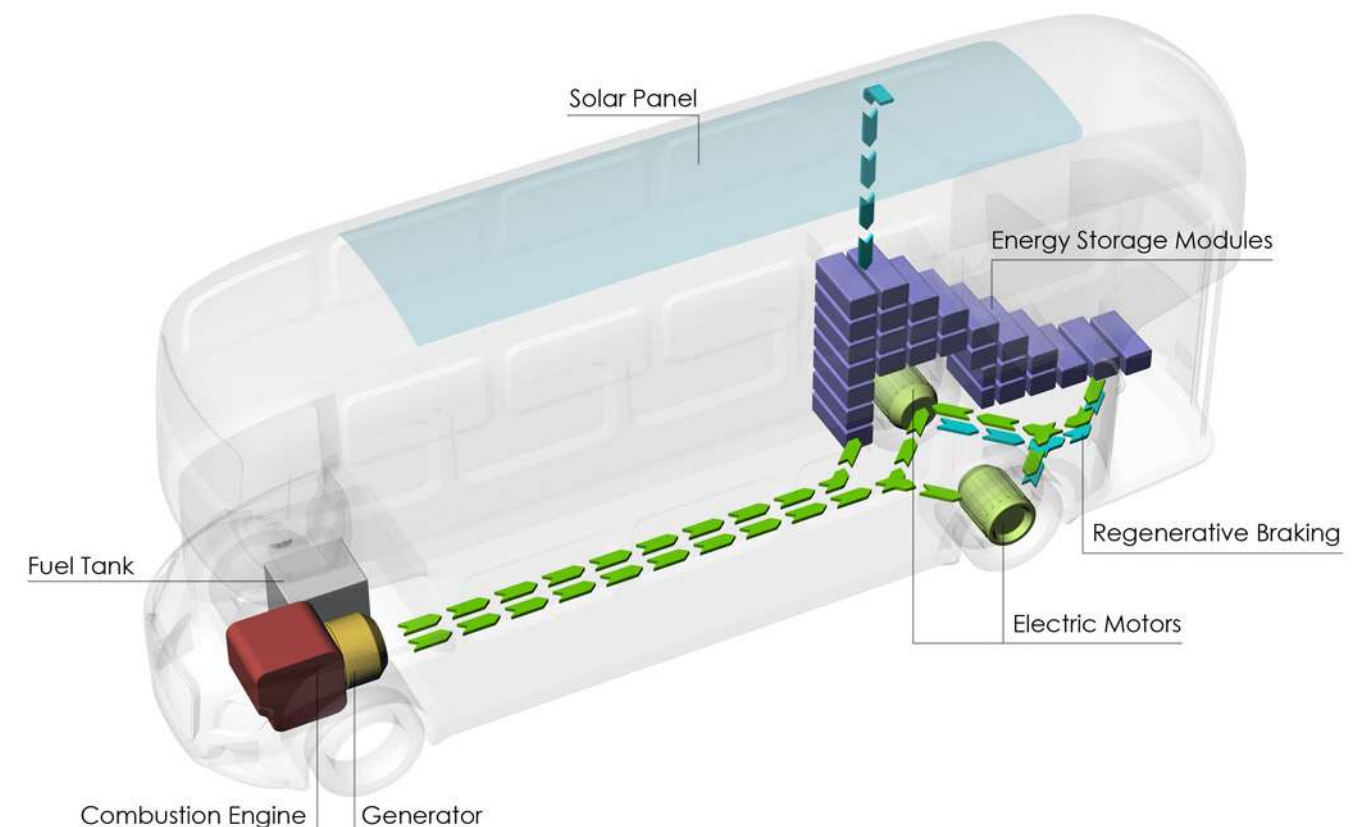
# Improving safety.

- Open platform light system. Light turns to red seconds before bus moves.
- Stairs face wall to prevent accidents, less inclination.



# A truly sustainable vehicle.

- Hybrid diesel-electric drive System.
- Solar panel to the energy storage module.
- Regenerative braking to the energy storage module.
- Smaller size = less weight = less energy demand = better fuel economy = less exhaust emissions.





# Accessible

- Door acces.
- 1500mm wide door at the front, fluent entry and exit, shorter stopping times.
- Wide stairs 700 mm.





# Welcoming interior.

- Attention to lighting: indirect and direct lighting to create a welcome atmosphere.
- Free standing up space at low floor for short journeys.
- Wood floor.







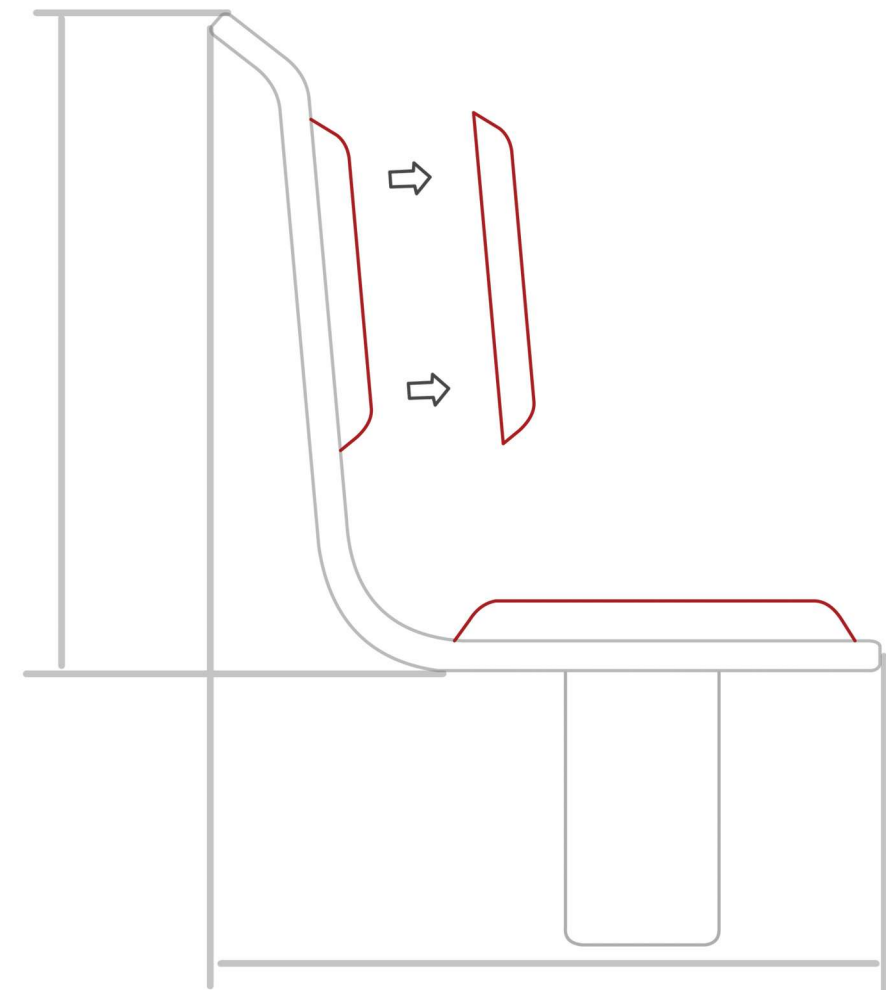
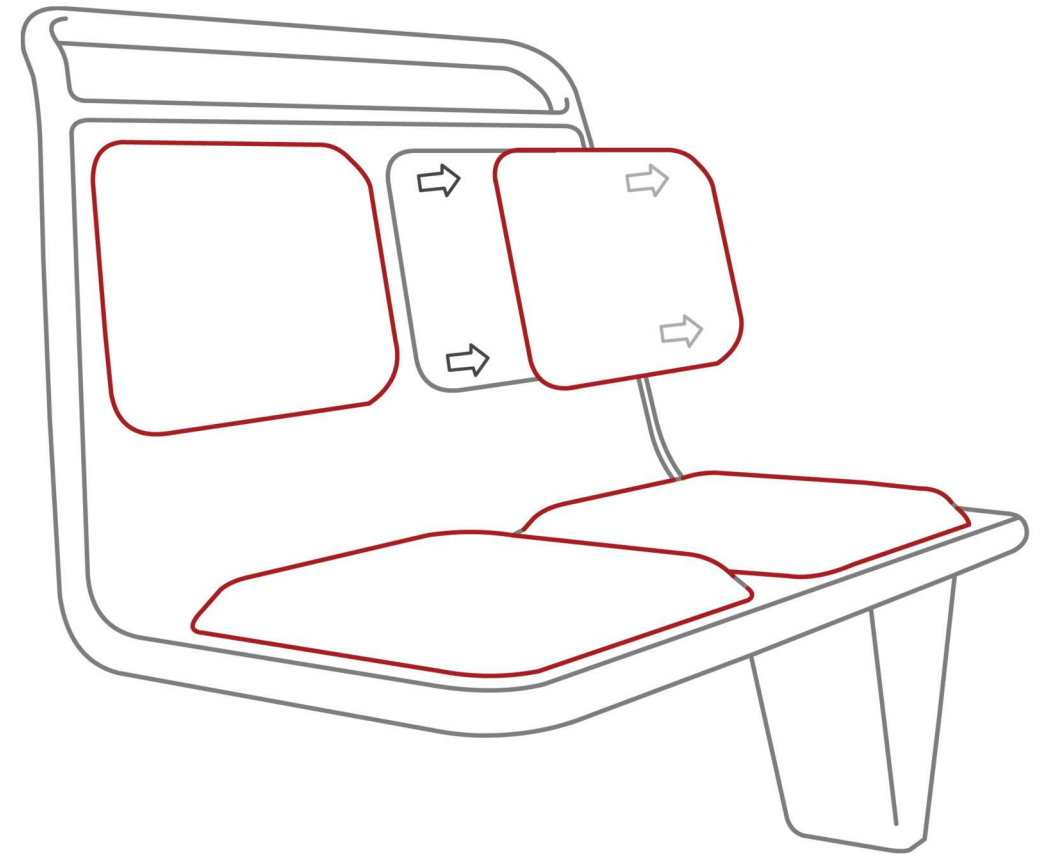
# Floating seats.

- Easier to clean.
- Easier to spot unattended bags.





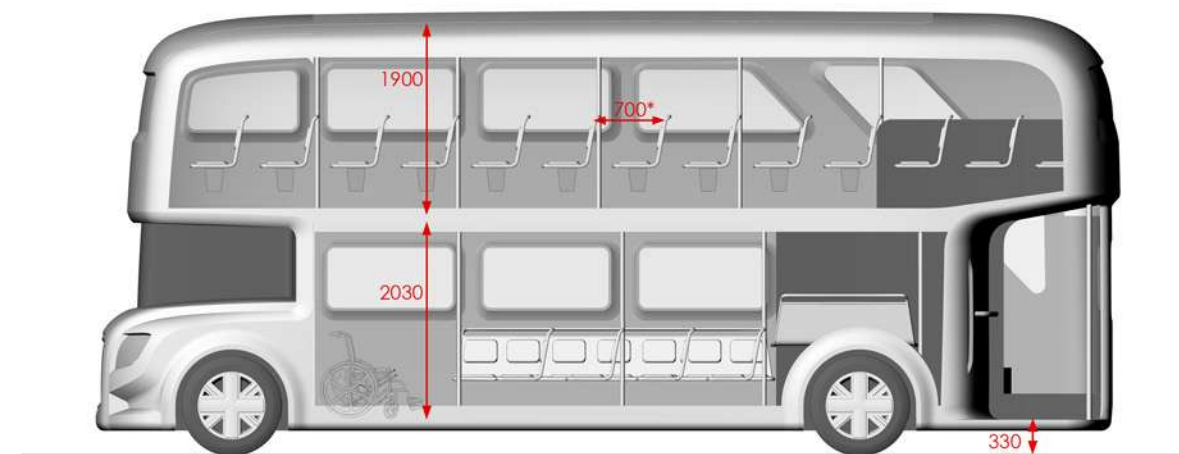
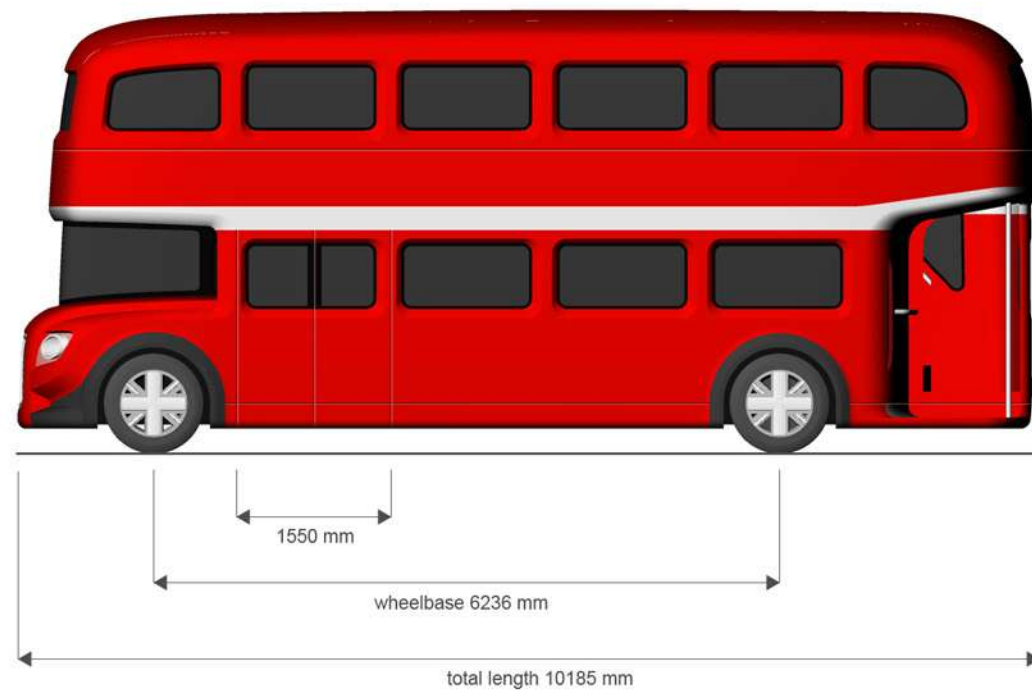
# Replaceable upholstery



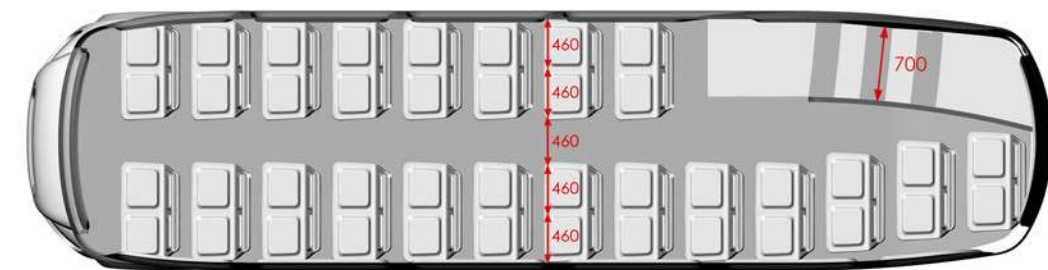
# Integrating and evolving advertising

- LED screens with moving advertising.

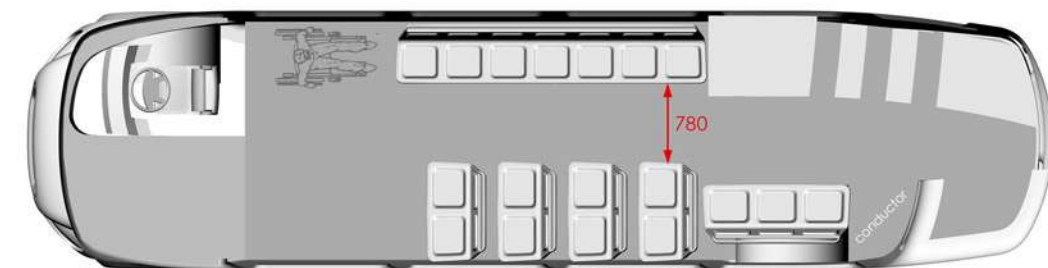
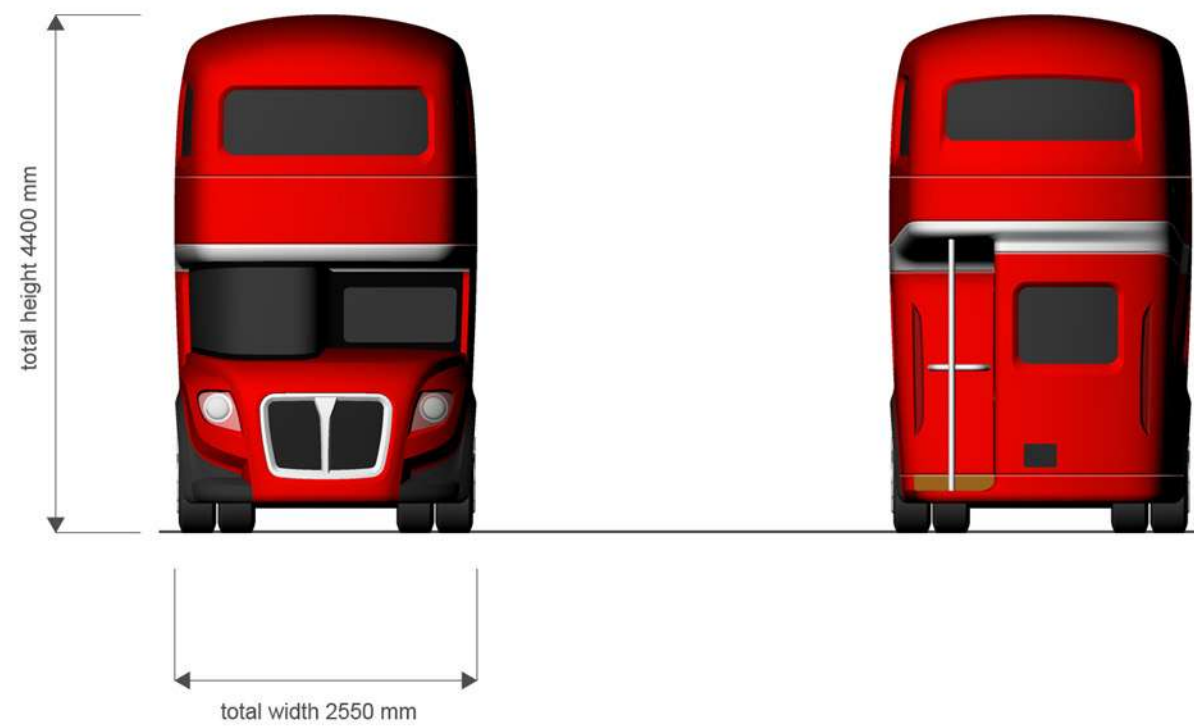




\* We have reduced the distance between seats to 700mm which is over the norm 2001/85/CE that says 650mm. This is done to reduce the length of the bus so a more compact bus can be achieved.

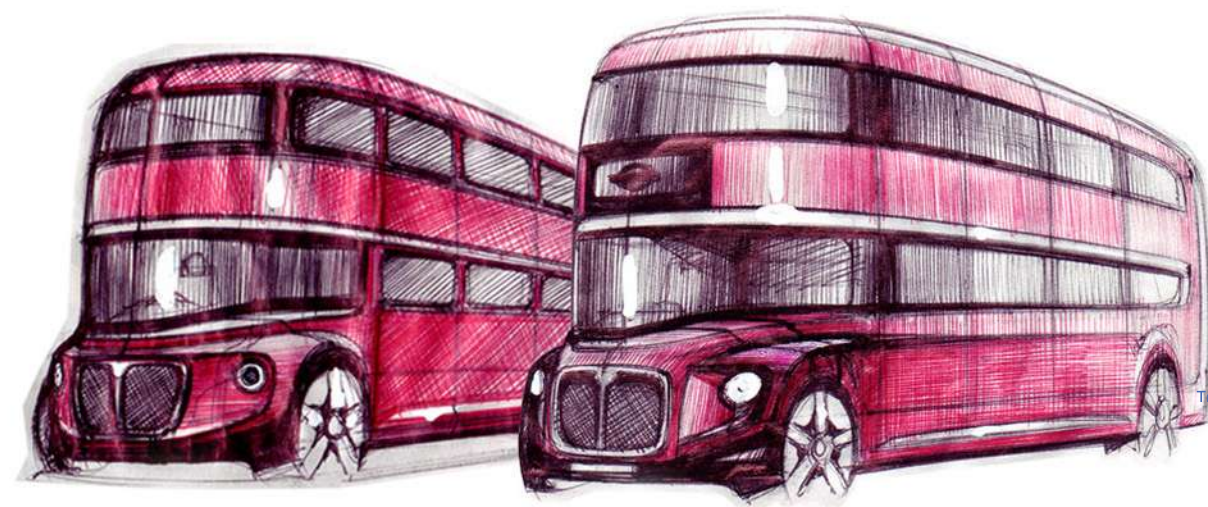
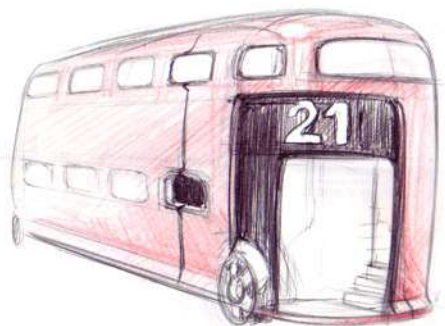
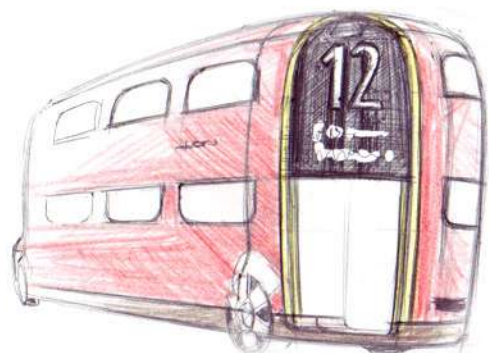
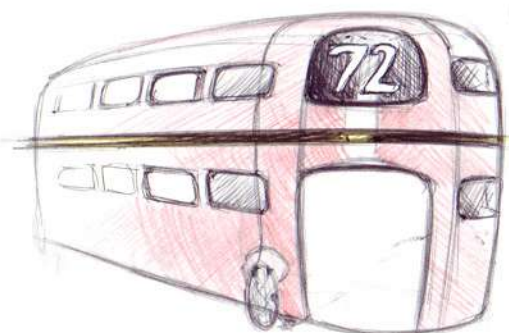
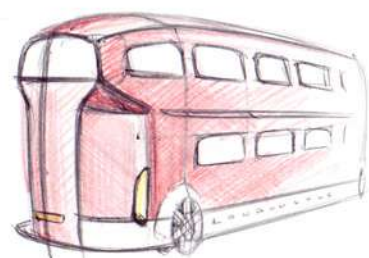
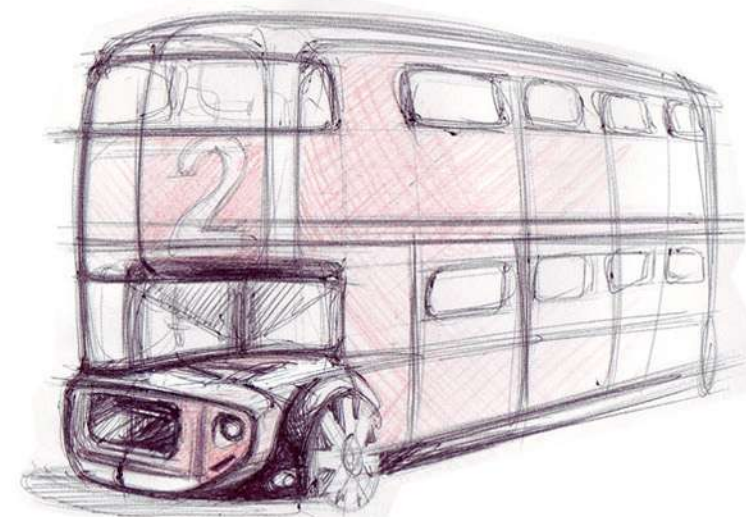
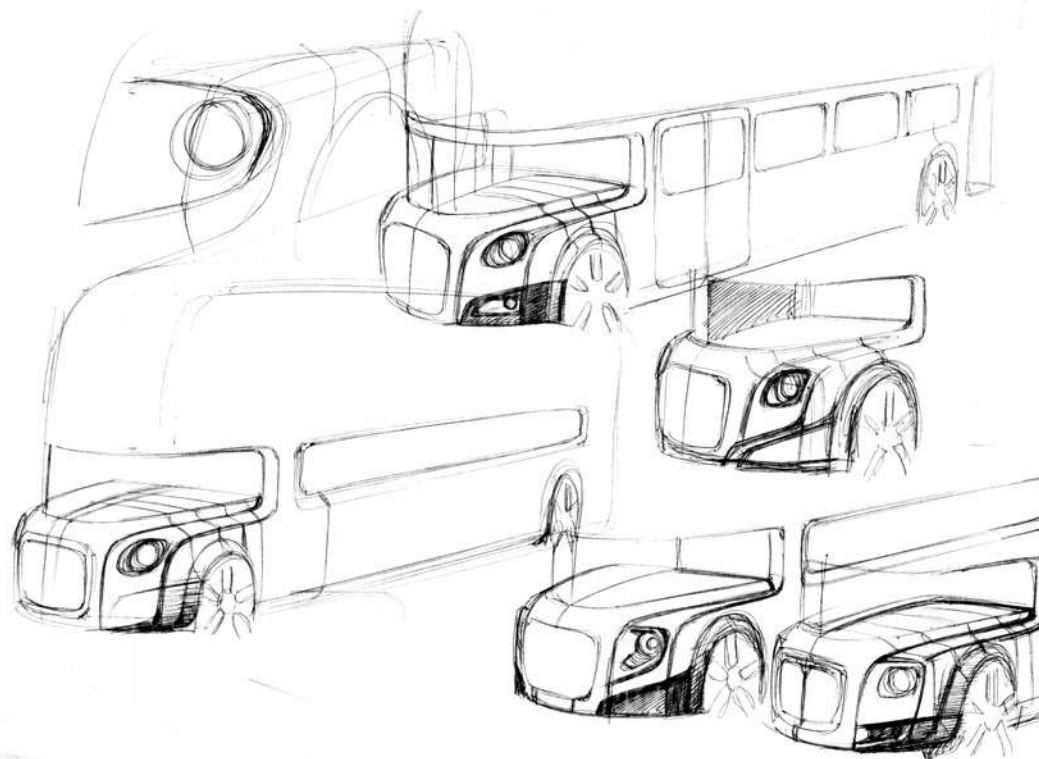
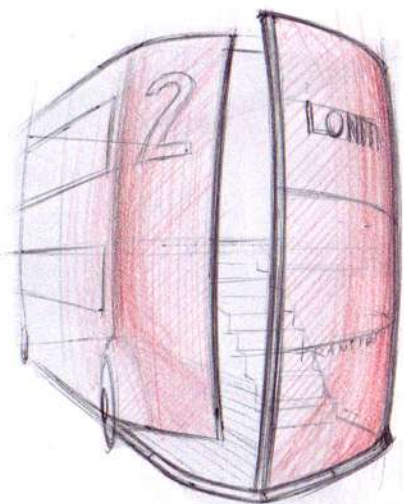
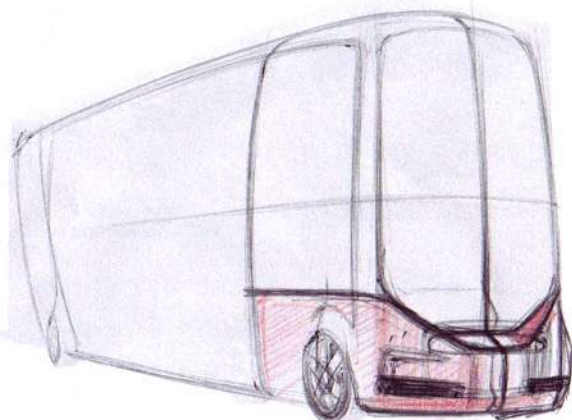
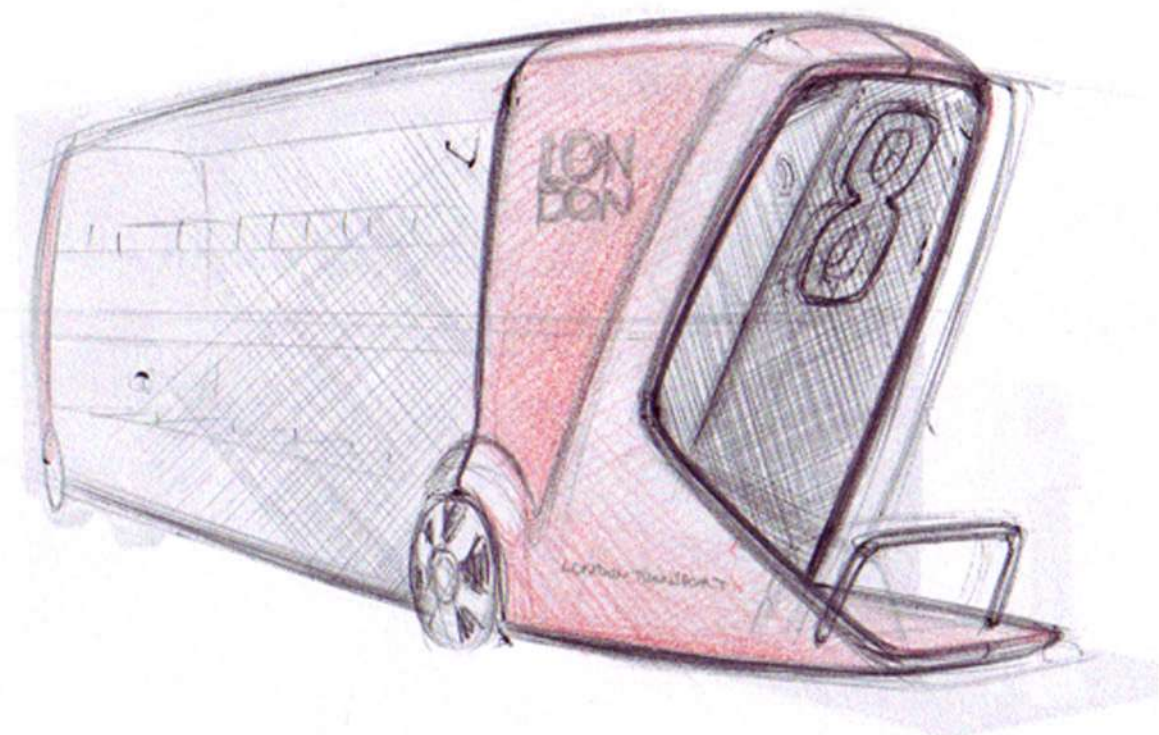
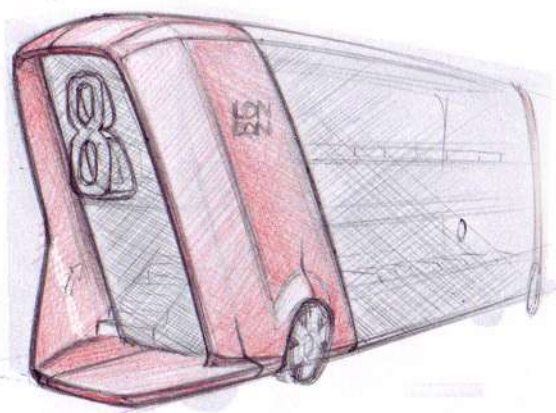


42 seated passengers

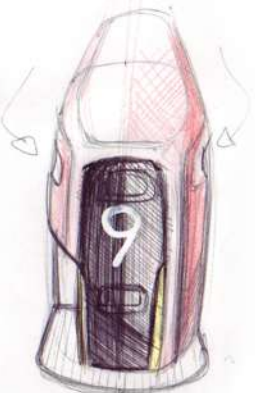
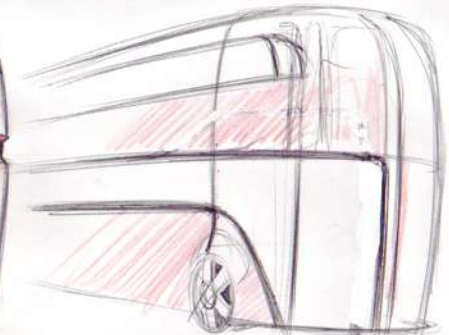
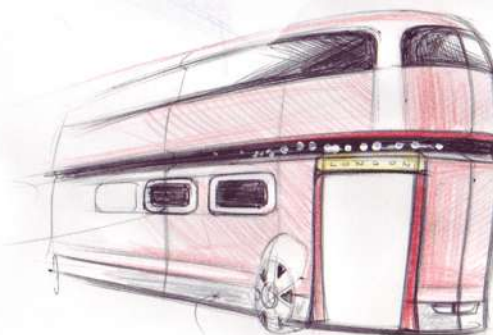
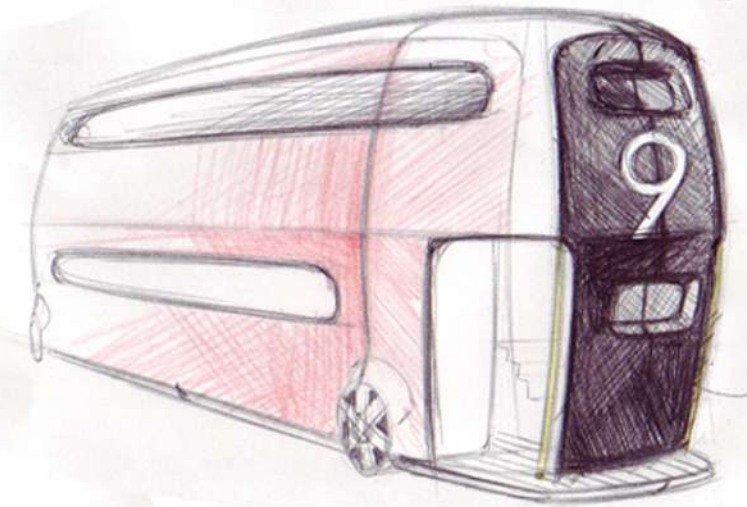
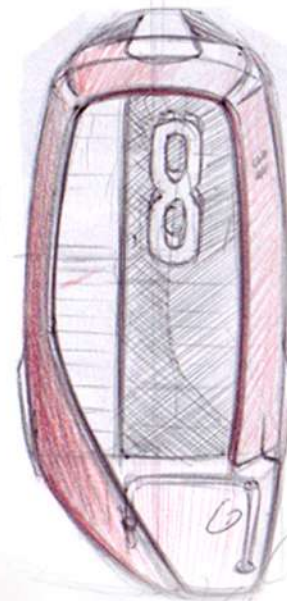
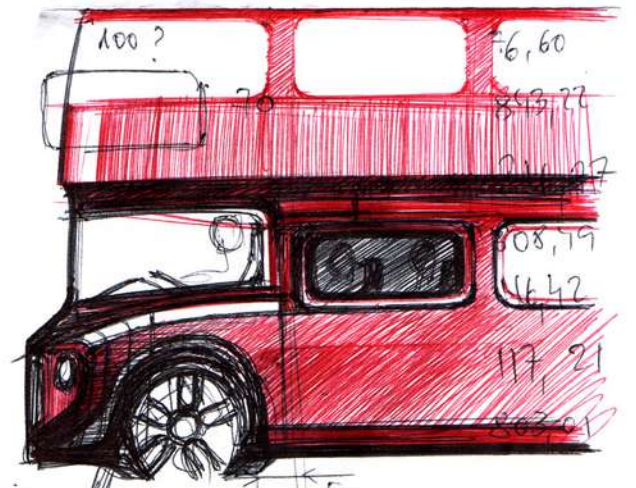
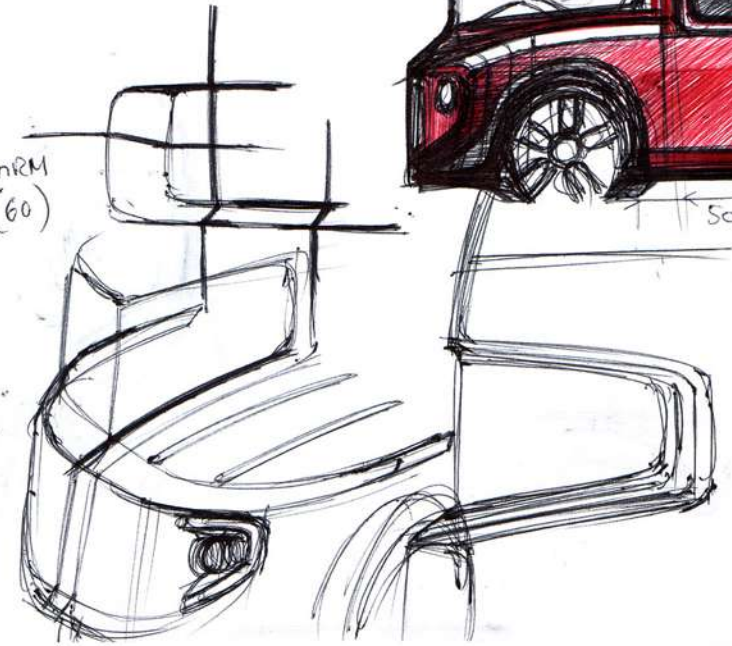
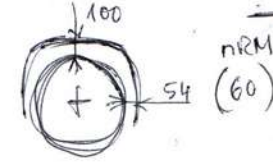
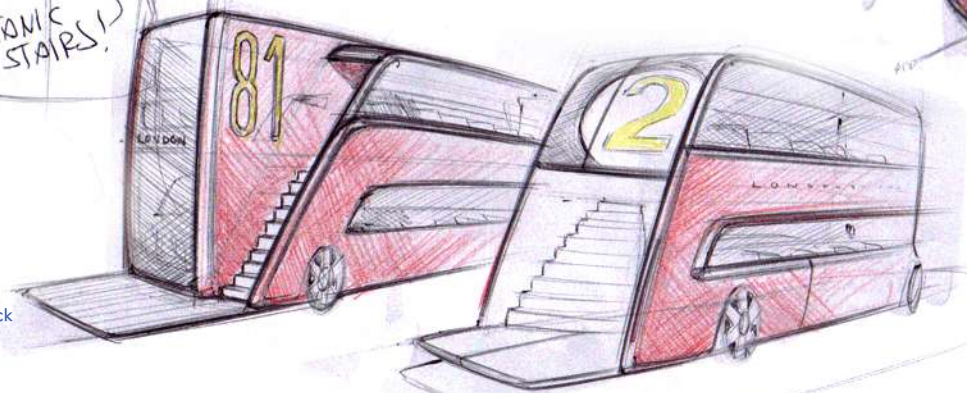
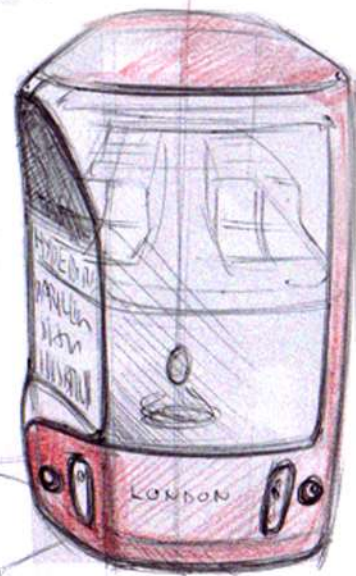
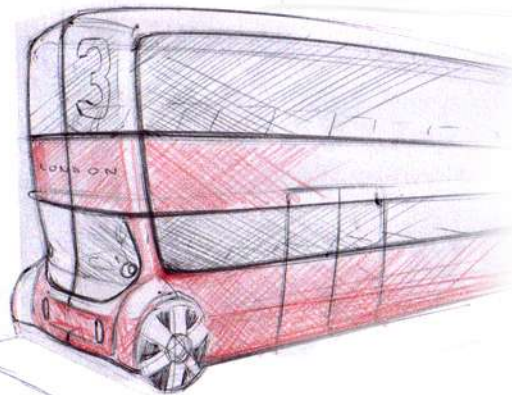
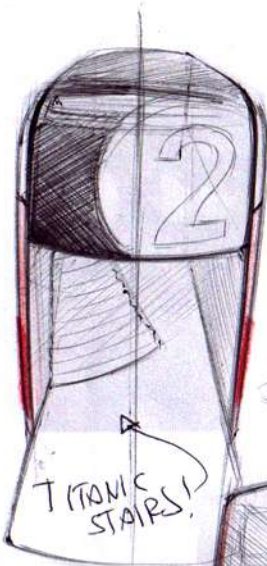
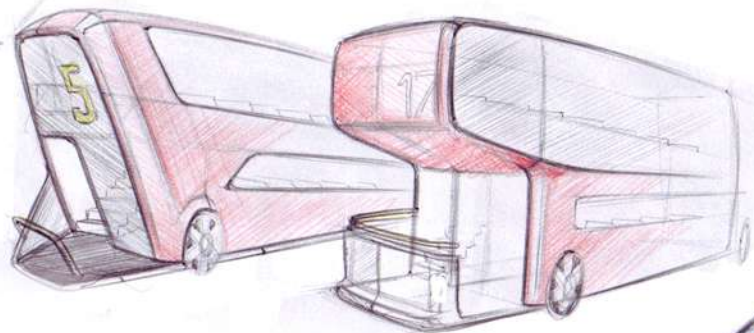
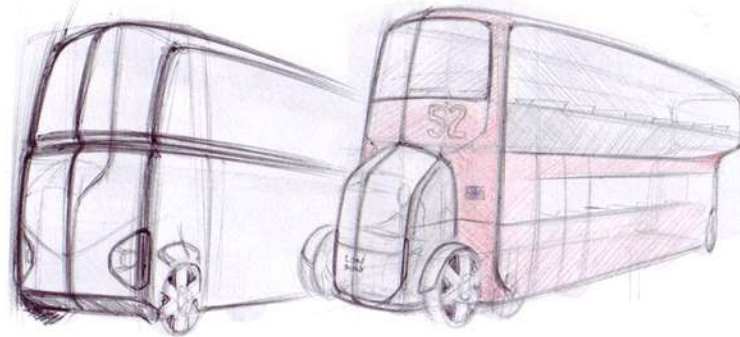
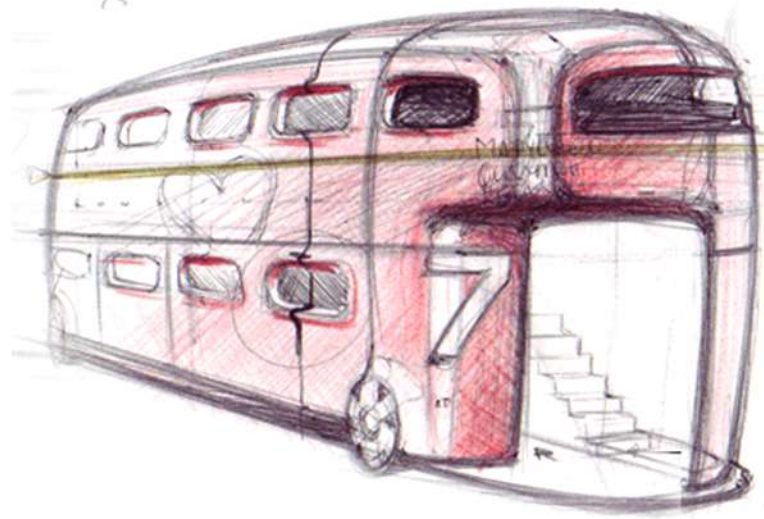
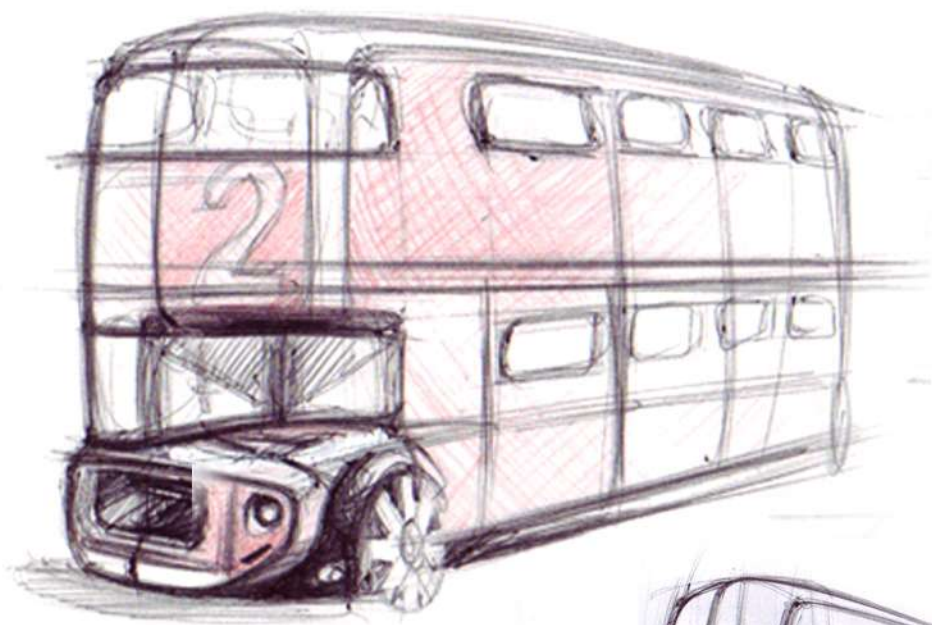


12 standing passengers  
+ 18 seated passengers  
+ 1 wheelchair















# A multi disciplinary and experienced team.

Miñarro García, Héctor Serrano Studio and Javier Esteban are three design studios from different fields as vehicle design, product, and visual communication. Together they form a multidisciplinary team with broad experience in projects as diverse as the design of several production buses and cars, furniture, electronic appliances, accessories for home and advertising campaigns. They have worked for companies such as Pininfarina, Renault, Ford, Moooi and Roca among others. They have been awarded prestigious awards such as the Peugeot Design Awards and their projects have been exhibited extensively in Museums such as V&A in London and Cooper-Hewit National Design Museum in New York. They set up their offices in London, Barcelona and Valencia after graduating at the Royal College of Art in London.

Miñarro García  
Héctor Serrano Studio  
Javier Esteban.



From top left:

Enrique Miñarro (miñarrogarcia)

Joaquín García (miñarrogarcia)

Héctor Serrano (Héctor Serrano Studio)

Rafael Vinader (Héctor Serrano Studio)

Javier Esteban (Javier Esteban)

Special thanks to:

Kepa Casado and Javier León.



thank you



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