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|  | 22 April 2013 |

Make a Smart Move for the earth and take the bus!

Earth Day is an excellent reminder to do something good for the environment, but it’s only one day. Why not make a Smart Move for the earth 365 days/year by choosing to travel by bus and coach, where your carbon footprint is the smallest compared to any other transport mode?

Geneva – On Earth Day 2013, the [Smart Move campaign](http://www.busandcoach.travel/) is urging everyone to leave their cars at home and enjoy the benefits offered by buses and coaches, which are second only to cycling, as the greenest mode of transport. The campaign wants to see the smart move being made on Earth Day and is encouraging people to [send in photographs](http://www.facebook.com/SmartMoveCampaign) of themselves getting on board the greenest form of passenger transport - buses and coaches.

IRU Head of Passenger Transport, Oleg Kamberski, said “We need to be smart about how we preserve our environment and use our energy, and the Smart Move campaign is doing an excellent job in spreading the word about the many benefits of choosing bus and coach travel, where your carbon footprint is the smallest compared to all other transport modes. You can play your part by getting on board a bus and leaving your car at home. Show the world you care. Send us your picture of you making the Smart Move on Earth Day.”

Buses and coaches are environmental champions: In fact, in the UK alone, if drivers switched just one car journey to bus or coach once a month, it would remove one billion car journeys, reducing CO2 emissions by 2 million tonnes! They also considerably reduce congestion with one bus replacing a minimum of 30 cars on the road, which also ultimately reduces road accidents, thus increasing road safety.

Whether it is the traditional bus service or new mobility hits like [Bus Rapid Transit (BRT),](http://www.busandcoach.travel/en/smart_policies/bus_rapid_transit_brt.htm) buses and coaches are the perfect solution to today’s mobility challenges providing the most environmentally-friendly, safest, public transport mode at the lowest cost to society. Not only that, new technologies and investments are making bus and coach transport ever greener.

There is no better time than today to make the Smart Move for the earth and people all around the world should show how much they care by getting on board a bus or coach and giving their cars a much deserved holiday.

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Not convinced yet? Learn more on the [green benefits of bus and coach transport](http://www.busandcoach.travel/en/green/earth_day.htm).

 [Make the Smart Move](http://www.busandcoach.travel/) today

[Share pictures of you making the Smart Move on Earth Day!](https://www.facebook.com/SmartMoveCampaign)

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Press contact: Juliette Ebélé, +41 22 918 27 07, press@iru.org

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