

# Comfort, convenience and cost

There is a lot to be said for transport by bus in terms of the three Cs of comfort, convenience and cost. However, the biggest benefit is to the environment. On average, long distance tour buses emit just 0.05 kg of CO<sub>2</sub> per passenger mile compared to an average of 0.44 kg of CO<sub>2</sub> per mile for cars. This makes bus travel one of the most environmentally friendly modes of passenger transport available. To maximize this benefit, buses must be serviced regularly and wear parts must be replaced. With more than 65,000 spare parts in its portfolio, CBM in France is the global leader for replacement parts for touring coaches and urban transit buses.



Urban transit buses clock up large amounts of mileage each year. Prompt delivery of wear parts keeps them in service



Spark plugs are just a small part of a parts portfolio covering 65,000 different components

CBM has built a successful business by offering its bus-operating customers the same three benefits as their vehicles – comfort, convenience and cost. With an international distribution network and large supply of spare parts constantly in stock, CBM is able to offer its clients rapid service and attractive prices. “We can be

history, we are ideally positioned to serve this market, both at home and internationally,” says Marketing Director Robert Khanoyan. “We also occupy a unique position within that niche. There is no other wholesaler in the world operating on a similar scale to us.” CBM can trace its roots back to 1927 and a company specializing in the con-

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described as the leader for bus parts,” says General Director Samuel Turboust. “It is certainly how we see ourselves and is a position we want to build on still further.”

The market for bus spare parts is a niche segment within the automotive sector. In France, the number of buses on the roads amounts to 60,000 compared to 40 million passenger cars. “Thanks to our

struction of trams and headquartered in Le Mans. It began making buses in 1935 and continued this activity for 50 years. In 1986, CBM ceased the manufacture of buses and its stock of spare parts was purchased in a management buy out by the former purchasing manager Jean Claude Clavier. Success in this area lead customers to request it stock spare parts from other manufacturers and the foun-

dations for today's company were laid. In 2009, a second management buy-out placed ownership of the company in the hands of its employees and management team.

Over the years, CBM has expanded its product range to cover all brands commonly found in its main markets in Europe, the Middle East, North America and Australia including well known names such as Mercedes, Setra, Neoplan, Iveco Bus, Heuliez, MAN, Volvo, Scania, Irizar, Van Hool, VDL, Solaris, Temsa, Otocar, SOR, NovaBus, New Flyer, Prevost and MCI. In addition to spare parts

hubs providing local support. "The urban transport networks of leading capital cities around the world such as Paris, New York, Berlin, Madrid, Montreal, Rome, Warsaw, Prague and Sydney as well as numerous private bus and coach operators all rely on us to supply the spare parts and accessories they need to service the vehicles in their fleets," says Mr. Khanoyan. "Thanks to our highly efficient logistics platforms, we can guarantee parts delivery within 24 to 72 hours depending on the region."

CBM has 20,000 m<sup>2</sup> of warehouse space in total and dispatches more than 300,000 orders each year

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for buses, CBM also provides parts for servicing and maintenance of urban transit trams. "Our priority is customer satisfaction at all times," insists Mr. Turboust. "We have specialist teams with expert knowledge of what is needed for all of the vehicles that we provide parts for. By ensuring that customers order and receive the correct parts in a timely manner, we help to significantly lower operating costs on their behalf."

As well as supplying customers in France, CBM has a strong international presence with customers in 60 countries and eight logistics

generating 113 million EUR in turnover. Of this amount, around half comes from export sales. "Raising the rate of exports is our key priority for the future," says Mr. Khanoyan. "From the current rate of 50% foreign activity, we want to increase exports to 80% of turnover in the next five years. This should be an achievable target as we expect foreign markets to grow at a much faster rate and drive overall growth."



**CBM attends at least ten international trade fairs each year**



**CBM stocks spare parts for all of the major US, European and Asian bus manufacturers**



**Through a worldwide network of eight storage depots, CBM can guarantee parts deliveries within 24 to 72 hours**





CBM has 20,000 m<sup>2</sup> of warehouse space across eight depots worldwide



No other spare parts wholesaler can match the scale of CBM's operation in the bus sector

## In brief

### Core Competence

Supplier of spare parts for buses and trams

### Facts & Figures

- Founded: 1986
- Structure: Privately owned company
- Branch offices: Eight logistics hubs worldwide
- Employees: 140
- Turnover: 113 million EUR
- Export: 50%

### Products & Services

Spare parts for buses and trams made by the main European, US, Australian and Far Eastern manufacturers. Deliveries from eight international hubs guaranteed within 24 to 72 hours. Own webshop in various languages.

### Target Groups

Urban transit operators, bus fleet operators

### Fairs & Exhibitions

At least ten international fairs each year

### Philosophy

Customer satisfaction is the overriding priority

### Future

Increase exports from 50% of turnover to 80% in the next five years

One of the markets with the greatest potential is the USA. CBM has only been active in the US market for the past four years but sales are developing positively. A quarter of sales are via CBM's own webshop and this is also expected to drive future sales.

There are other changes in the market that will certainly affect business in the future. One of them is the trend to electrification. "The first electric buses are already on the roads, although these come mostly from China," says Mr. Khanoyan. "Other manufacturers are sure to follow suit which means we have to stay ahead of

the curve." An urban transit bus usually has a service life of around ten years. While CBM ensures it is quick to adopt parts for new models, it also has to ensure that operators of older vehicles can still source the parts they need to keep those vehicles operational. "We want to ensure we can meet all of our clients' needs while also ensuring we do not fill our warehouses with obsolete parts," says Mr. Khanoyan while Mr. Turboust sums up their feelings about the company. "We are both proud to be putting a small town like Le Mans on the map with a business that operates from the USA to Australia."



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