

"Bus Day" Event Held at the Isuzu Plaza

A special event was held at the Isuzu Plaza on September 20th for "Bus Day"*, designated to commemorate the first day of bus operation in Japan.

With the goal of promoting greater familiarity with buses, the event included activities such as recreational drives on old-fashioned retro buses, exhibitions of DeuSEL® buses which run on environment-friendly fuel produced from euglena microorganisms to achieve a carbon cycle, and opportunities for visitors to board buses and sit in bus driver's seats.

The main highlight was a guided recreational tour in which participants could ride a cab-behind-engine bus (BX721) produced in 1961, and were introduced to the interior of the Fujisawa Plant on the retro bus. The DeuSEL® bus exhibition featured panel displays explaining the mechanisms by which their fuel is produced from euglena, and activities where visitors could sit in their driver's seats. Commemorative photo events were also held where visitors could try on bus driver uniform caps and take photos while sitting in driver's seats, making it an enjoyable occasion for both children and adults alike.



*"Bus Day" : Designated to commemorate the day on which the first bus was put into operation in Japan, on September 20th, 1903 in Kyoto city. Bus Day was enacted at the Nationwide Bus Operators' Conference in 1987.



Isuzu Plaza attendants worked as bus guides



Visitors boarding the cab-behind-engine bus (BX721)



Special tin badge to commemorate riding the retro bus



Exhibition of DeuSEL® buses