

March/April 2017

Busline

UMA EXPO 2017

*Looking Ahead
With Confidence*

Busline Motorcoach Feature

Tri-State Travel

Galena, IL

Busline Transit Feature

Fort Wayne Citilink

Fort Wayne, IN



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ON THE COVER: Tri-State Travel offers various transportation services in the Midwest and beyond. Company officials, shown with one of their MCI motorcoaches, are, left to right, President & CEO Andrew Hillard; Chairman of the Board Mike Hillard; Head of Maintenance Mark Hillard; and Senior Sales Executive Corey Hillard. [See page 8.](#)

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CALENDAR OF EVENTS

MAY 2017

May 7-10

APTA Bus & Paratransit Conference
Reno, NV
Info: 202-496-4800

May 13-17

Canadian Urban Transit Association (CUTA) Annual Conference
Montreal, Quebec
Info: 416-365-9800

JUNE 2017

June 11-16

Community Transportation Association of America (CTAA) Expo 2017
Detroit, MI
Info: 800-891-0590

JULY 2017

July 14-19

National School Transportation Association (NSTA) Annual Meeting
Indianapolis, IN
Info: 703-684-3200

AUGUST 2017

August 6-9

International Motorcoach Group (IMG) Strategic Alliance Meeting
Nashville, TN
Info: 888-447-3466

SEPTEMBER 2017

September 11-13

BusCon 2016
Indianapolis, IN
Info: 800-576-8788

OCTOBER 2017

October 8-11

APTA Expo & Annual Meeting
Atlanta, GA
Info: 202-496-4800

JANUARY 2018

January 6-10

United Motorcoach Association (UMA) Motorcoach Expo
San Antonio, TX
Info: 800-424-8262

January 27-30

American Bus Association (ABA) Annual Meeting & Marketplace
Charlotte, NC
Info: 800-283-2877

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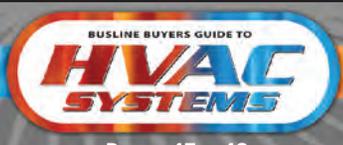
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MARCH/APRIL 2017

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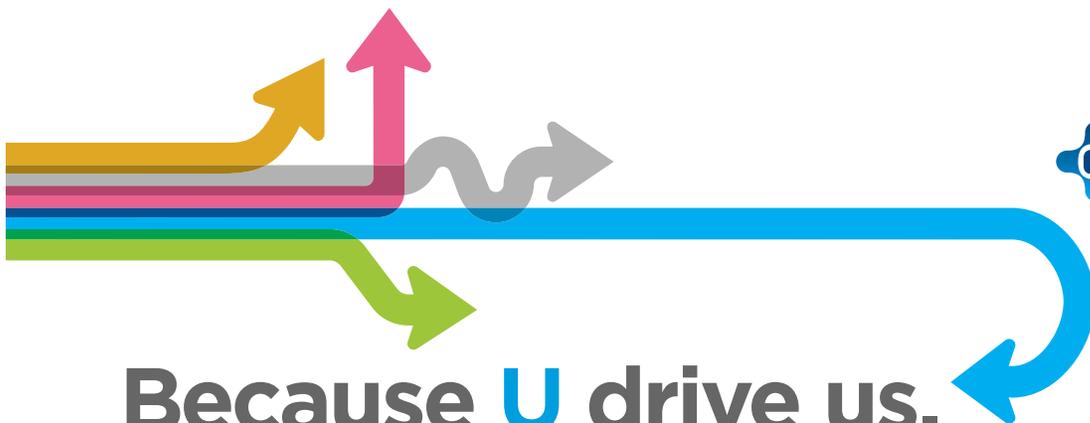
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TS 45



TS 35E



TS 30



TEMSA



The Hillard Family Has Operated Tri-State Travel For 77 Years

- The use of quality equipment
- Employing high-caliber and loyal people
- Focusing on solid customer service
- Constantly innovating by offering new trips & locations that passengers find appealing

Tri-State Travel officials pictured are, left to right, President & CEO Andrew Hillard; Chairman of the Board Mike Hillard; Head of Maintenance Mark Hillard; and Senior Sales Executive Corey Hillard.

By Harrell Kerkhoff
Busline Magazine Editor

For 77 years, Tri-State Travel — and the Hillard family who have always owned and operated the company — have been in the business of transporting a wide variety of people and groups to where these customers want to go.

Starting as a transporter of munitions workers to and from a nearby army depot in 1940 as the country prepared for World War II, Tri-State Travel has expanded over the seven decades to become a regional, national and international provider of charter and tour transportation services from two locations: the company's headquarters in **Galena, IL**, and **Davenport, IA**.

“We understand and specialize in our transportation niche. I will be the first to say that Tri-State Travel does not provide the cheapest prices around for our services. Instead, we are very big in promoting quality.” — *Mike Hillard, Chairman Of The Board*

Throughout its history, four main constants have remained at Tri-State Travel:

- The use of quality equipment;
- Employing high-caliber and loyal people;
- Focusing on solid customer service; and,
- Constantly innovating by offering new trips/locations that passengers find appealing.

The company is still very much a Hillard family operation. It's led by **Mike Hillard**, chairman of



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Shown, left to right, are Terri Richardson, general manager; Lisa Prindle, tour sales representative; Patty Shillington, head dispatcher; and Cindy Laity, tour sales manager.

the board; his brother **Mark Hillard**, head of maintenance; Mike's son **Andrew Hillard**, president & CEO; and Mark's son **Corey Hillard**, sen-

ior sales executive. Meanwhile, Mike and Mark Hillard's brother-in-law, **Terry Fleege**, manages Tri-State Travel's Davenport facility.

Today, the business is a multidimensional transportation provider focusing on various types of charter, tour and shuttle work through its fleet of motorcoaches and trolley buses. Headquartered in the northwestern tip of Illinois, Tri-State Travel's main service region also includes nearby eastern Iowa and southern Wisconsin, as well as parts of Missouri and Indiana.

"We concentrate on a 250-mile radius around Galena — that's our bread and butter sales region. We also handle inbound work from all over the country and the world," Andrew Hillard said. "Servicing Chicago in the northeastern part of the state is important as well. This is where our greatest concentration of large corporate business is located, along with many school systems that use our services. Many people in the Galena area also charter our motorcoaches to see sporting events in Chicago, especially the Chicago Cubs.

"The amount of time it takes to go from Galena to the western suburbs of Chicago is two and one-half hours. Depending on traffic, it's a three hour trip to downtown Chicago."

The Windy City provides a lot of corporate shuttle work for Tri-State Travel. The Hillards work with different logistic companies throughout the Midwest that hire the motorcoach provider to shuttle conventioners and other people in Chicago and other Midwestern cities. For example, Tri-State Travel recently was hired to provide 15 motorcoaches for seven days during the next Super Bowl, held in Minneapolis, MN, on Feb. 4, 2018.

"When it comes to this type of service, a lot of our work centers on transporting high-end VIPs. For example, we provided transportation during the 2002 Winter Olympics, in Salt Lake City, UT," Andrew Hillard said. "We were the preferred vendor for NBC and other high-end clients that specifically wanted to use Tri-State Travel. We did similar work during the Ryder Cup (a major international golfing event) when it took place in Chicago a few years ago. Tri-State Travel has been fortunate to work numerous high-end corporate events throughout the country, along with providing transportation for bus industry associations during their conventions."

While Tri-State Travel does provide retail tour packages to various places across the country,

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such as Washington, D.C., New England, New York City, and Branson, MO, a larger percentage of its tour business is with preformed groups. This includes people associated with a church, credit union, school or university.

"For example, we have a client who recently needed transportation for 150 students from nearby Dubuque, IA, to New York City. We put together the trip using our own motorcoaches. This included taking care of the hotels, meals, attractions and performance venues. We have been doing such custom tours since the 1960s, starting with senior class trips," Andrew Hillard said. "We provide a lot of Midwest-based tours for smaller schools. They might not have the budget to visit Orlando, FL, for five days, but they can visit Kansas City or St. Louis, MO. We will put together a nice customized package for such groups."

Surrounded by some of the most productive farmland in the world, Tri-State Travel has also taken advantage of a growing demand from international citizens to see what Midwestern agriculture is all about, while meeting with area farmers and other experts.

"These visitors include global agricultural executives who want to see leading farms throughout the Midwest — including those in the greater Galena area," Andrew Hillard said.

These people also want to visit major agricultural landmarks and events in the tri-state area. This includes the nearby Moline, IL-based Deere & Company (John Deere) headquarters; the annual Farm Progress Show, which alternates sites each year between locations in Illinois and Iowa; and the annual World Dairy Expo, in Madison, WI.

Mike Hillard credits one of Tri-State Travel's veteran sales people, **Jack Wideman**, for helping the company show the world what Midwestern agriculture is all about.

"Jack has a master's degree in agriculture from Ohio State University and started driving for us in the 1970s. We soon moved him to sales. His expertise in agriculture has helped pave the way for our company to attract visitors interested in the area's farming practices," Mike Hillard said.

Tri-State Travel officials also turn the table and transport local farmers and ag leaders to other parts of the world.

"Farmers are always curious. They want to know what people are doing in agriculture in other places," Mike Hillard said. "Meanwhile, the international groups that we bring in today want to see the most productive farm country in the world. They come from such places as Brazil, Russia, France and the United Kingdom."

Tri-State Travel's agriculture-based work is busiest from April through November. The company also features many non-agricultural tour destinations for people from across the street and around the world.

"For example, we have put together a package that follows historic Route 66. It's a 16-day trip from Chicago to California. We also send a dozen coaches to New England every year during a six to eight week time span for fall foliage tours; and we provide tours to Chicago and around the Great Lakes," Andrew Hillard said. "Another tour that is very popular has a music theme. It starts in Chicago and ends in New Orleans. These are the type of tours we mainly run from the first part of May to the first part of November."

The Start Of Something Big

Like many successful family businesses, after seeing a unique need within a community, the beginning of Tri-State Travel came after a person with foresight and courage capitalized on that need.

Just prior to World War II, the late **James Hillard** (father of Mike and Mark Hillard) was 18 and working at the Savanna (IL) Army Depot, located on the eastern bank of the Mississippi River not far from Galena.

"Workers from the area were hired to manufacture munitions at the depot. My father (James Hillard) soon realized that many of these people needed a dependable ride between work and home," Mike Hillard said. "He talked his father into loaning him \$500 and bought an old school bus to transport these people. The year was 1940."

Although his new business venture became popular, it was not long after the attack on Pearl Harbor, HI, that James Hillard found himself heading off to war. Fortunately, his older brother, the late **Ralph Hillard**,



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who had a deferment, carried on with James Hillard's new transportation enterprise in his absence.

"After World War II, my father and another brother (the late **Lew Hillard**) became business partners. About this time, employee cutbacks at the army depot were taking place due to the end of the war. Therefore, James and Lew received an operating authority to start conducting area charter work," Mike Hillard said.

As the company grew, so did the Hillard brothers' desire to expand into other transportation opportunities. The company acquired its first school bus contract in the early 1950s with the Galena school district. A few years later, the Hillards acquired another school bus contract in southwestern Wisconsin.

"We operated school buses in these two districts for 56 years. Around 1960, my father and uncle also acquired a brokerage license. This allowed them to solicit the public for one-day travel excursions to such places as Chicago," Mike Hillard said. "Through time, extended tours were also offered, allowing Tri-State Travel to transport passengers throughout the United States."

As the company grew, so did the Hillard family. Mike Hillard started washing school buses for his father and uncle in 1967. He is now chairman of the board. His brother, Mark Hillard, began with the family business in 1978 and is now head of maintenance. Many years later, Mark's son, Corey Hillard, started at Tri-State Travel as a diesel mechanic, and then went back to school to study marketing and design. He is now a senior sales executive with the company, while remaining involved in marketing.



Galena, IL, facility



Davenport, IA, facility

Andrew Hillard, the current president and CEO, started working for Tri-State Travel while in high school. He washed school buses and motorcoaches during the summer months. Involved with the business full time for the past 20 years, Andrew Hillard also worked in bus maintenance at the company's Davenport facility before entering sales. He now oversees the day-to-day operations of Tri-State Travel. This includes the compa-





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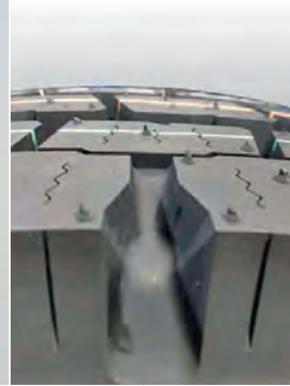
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Brian Scott
Escot Bus Lines
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FEEDBACK

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Carl Ekberg
Chicago Classic Coach
Des Plaines, IL

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Chad Schumacher
Niagara Scenic Bus Lines
Hamburg, NY

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Dennis Streif
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"I think everyone in our family started at Tri-State Travel by washing buses. This experience has given each family member a true appreciation for how important our equipment is to the overall success of the company," Mike Hillard said. "Anybody can buy a bus, but success starts by properly maintaining that vehicle. As a company, our reputation has grown within the industry for having quality vehicles and hiring great employees."

In reflecting on the company's 77 years of business, Mike Hillard pointed to a nearby photo showing James and Lew Hillard during their younger days. The two men are standing next to one of their prized motorcoaches. Both are wearing bright red company-issued blazers and have big smiles on their faces.

"Uncle Lew (Hillard) died earlier this year. He was 90. To the end, he talked about his love for this company. This was his life. The same was true for my father (James Hillard)," Mike Hillard said.

Hillard family members also have strong feelings for Galena. They are not alone. According to Andrew Hillard, Galena is the third most visited city in Illinois. Over 1.2 million people come to Galena each year to see the city's unique architecture, geography and luxurious resorts. Many visitors also want to learn more about the city's historic significance in the region.

The first thing a visitor often notices about the area surrounding Galena is its topography. Unlike many sections of the Midwest that are often described as "flat as a pancake," the extreme northwestern part of Illinois — which includes Jo Daviess County and Galena, the county seat — is well known for long stretches of scenic hills, valleys and river views. Within Jo Daviess County lies Charles Mound, the highest natural point in Illinois. The Mississippi River forms the western border of the county while the Galena River flows through the city.

For thousands of years, Native Americans found the area valuable for

its large deposits of the mineral galena, of which the town was eventually named. The mineral is the main ore of lead, used since ancient times. By the early 1800s, white settlers also discovered the value of the area's mineral deposits and Galena's population grew to boom town status. By the 1850s, Galena was reportedly the busiest port between St. Paul, MN, and St. Louis, MO, as the Galena River is a direct tributary to the Mississippi River. During this time, Galena was shipping over 50 million pounds of lead per year, and the city's population was approximately 14,000 residents. With the decline of the lead mining industry and the start of the California Gold Rush, however, Galena's population began to decline. Today, approximately 3,600 residents call Galena home.

The city is also well known for its 19th century residents, including former U.S. President Ulysses S. Grant and eight other Civil War generals. Today, the Ulysses S. Grant Home State Historic Site in Galena is a popular tourist destination. In fact, a 581-acre section of the city is listed on the National Register of Historic Places and is known as the Galena Historic District.

Officials at Tri-State Travel work hard to help visitors explore Galena through its city tour offering. The company has a fleet of red and green trolleys that are used to guide visitors to various Galena sights. This includes the Grant Home, the Galena History Museum and the city's historic Main Street.

"We currently transport between 15,000 to 20,000 passengers a year on our city tours. Our Galena tours started years ago with the use of school buses. We started operating trolleys about 10 years ago," Andrew Hillard said.

Tri-State Travel provides its city tour trolley service six times a day, mainly operating from early May to the middle of November.

"We try to bring in as many people as possible to support our local community, county and area. Galena, and the surrounding region, are rich with things to see and do," Andrew Hillard said. "For exam-



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ple, there are several fine resorts in the area as well as restaurants, golf courses and snow skiing. Galena is also one of the smallest communities to be found that has multiple wineries, a distillery and a microbrewery. Anything culinary-related is very popular here as well.”

As mentioned, Tri-State Travel maintains two facilities: one each in Galena and Davenport. Both provide the type of infrastructure that helps the company maintain its high quality of vehicles.

“It’s been important to officials at Tri-State Travel from the start that, when not servicing clients, the company’s vehicles are housed inside a building each night,” Mike Hillard said. “We have the facilities and room to make this happen. One of Tri-State Travel’s largest investments is its rolling stock. Why wouldn’t we want to protect this investment as best we can, especially since we are located in the Midwest with all kinds of weather?”

“My father and uncle always felt that it was important to have facilities that could properly house our fleet. Therefore, for both of our locations, every piece of equipment, when not on the road, is put inside at night. This not only protects our equipment, but makes it easier for drivers in the morning. The last thing a driver wants to do, prior to a trip, is scrape ice off the windshield and get the motorcoach warm enough to begin a trip. That driver also wants to conduct his/her pre-trip safety check inside a warm building, not outside in 10 degree weather.”

Although Galena is the home base for Tri-State Travel, with its current facility there built in 1969, the company’s Davenport location is also important. It includes a state-of-the-art facility constructed in 1996.

Along with Bettendorf, IA, Rock Island and Moline, IL, Davenport makes up the Quad Cities metro region, with an estimated population of over 383,000. The Quad Cities is located approximately 80 miles south of Galena.

“There continues to be added business potential for us in the Quad Cities. It’s a large demographic area, and a natural fit for Tri-State Travel,” Andrew Hillard said.



Pictured are Dick Noll, master mechanic (above), and Jon Monroy, motorcoach detailer.



Focusing On Quality Equipment

Officials at Tri-State Travel take great pride in providing a variety of transportation services throughout the upper Midwest and beyond. When it comes to the company’s equipment, however, uniformity is stressed. On the motorcoach side, Tri-State operates a modern fleet of 45-foot MCI J coaches that are all very similar in looks and features.

“Like most motorcoach operators, we have experimented with other equipment. The long and short of it, however, is that MCI has been our partner for 50 years,” Mike Hillard said. “We have always been pleased with the reliability of an MCI motorcoach — from the day we get that coach to the day it’s traded or sold.

“For us, using the same type of motorcoach makes it easier for our drivers and mechanics. They can drive or work on any of our coaches without hesitation, as our entire fleet is basically the same. This uniformity also helps when it comes to training drivers and mechanics as well as order-





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ing parts. The average person probably couldn't tell the difference between one of our 2012 and 2017 coaches. Our entire fleet is very similar."

With the latest in low-emission engine technology and amenities in safety and passenger comfort, Tri-State Travel officials recently made an over \$5 million investment when purchasing ten 2017 MCI J4500 motorcoaches.

"Our passengers love the curb appeal and the ride of these new vehicles. We are now a 100 percent MCI J4500 fleet," Mark Hillard, head of maintenance, said. "This makes it easier for us to serve customers and deliver the highest-quality products on a day-to-day basis.

"We're dedicated to environmentally

friendly transportation, and that's why we've committed to MCI's newest equipment. It helps us stay on top of the latest low-emissions technology, and we're able to serve our passengers with the latest amenities."

Although Tri-State Travel has continued to grow over the years as a company, the same can't be said about the size of its motorcoach fleet. This has been done by design.

"Tri-State Travel used to operate 50 motorcoaches. Today, our coach fleet is half that size. We now focus more on having each vehicle work a higher percentage of the time," Mike Hillard said. "We understand and specialize in our transportation niche. I will be the first to say

that Tri-State Travel does not provide the cheapest prices around for our services. Instead, we are very big in promoting quality."

Andrew Hillard added: **"We focus on being a higher-end charter operator that also offers great retail and preform tour packages. We spend more one-on-one time today with customers.** Staying engaged with clients is important."

All of Tri-State Travel's current motorcoaches feature Wi-Fi connectivity, 110-volt outlets and backup cameras. Soon, the entire fleet will also feature seat belts.

"Approximately 16 of our coaches have media centers. This is especially pleasing to sports teams and company executives — customers who want to better connect with their fellow passengers through presentations," Mike Hillard said. "This also helps members of college sports teams as they often study while traveling with us to and from games."

Keeping vehicles cleaned and well maintained is also vital for the Hillard family. According to Andrew Hillard, any time a company motorcoach returns from a trip, no matter the length of that trip, it's properly cleaned. This involves both interior and exterior cleaning. More substational detail work is also conducted on a regular basis.

"We will pull the seats from a vehicle and get into every nook and cranny. This type of cleaning often takes three of four days, which includes putting everything back together," Andrew Hillard said. "This dedication to cleanliness helps separate us from many companies. We take great pride at Tri-State Travel on how our equipment looks. This includes immediately taking care of any dings or scratches that appear on the side of our vehicles. We want our equipment to shine 365 days a year."

Just as Tri-State Travel's motorcoaches are similar in age and make, so are their looks. The company's distinctive red and black graphics that are shown against the white background of each vehicle are the same throughout the fleet.

"We started with this look in the mid-1980s. We wanted to think outside the box, and were one of the first companies that put the type of graphics we use today on our coaches," Mike Hillard said. **"Our hand-painted graphics show enough to catch a person's eye but are not too overpowering.** We get a lot of compliments about our look from people who see our coaches traveling down the roach. They are real eye catchers and help us distinguish our company.

"We work on a local, national and international scale. I feel each person who uses our motorcoaches, whether part of corporate America or a local group, will soon realize he/she is traveling on equipment that is in great operating shape, looks wonderful and has all of the things needed for a successful trip," Mike Hillard added. "I receive calls all of the time from people who tell me they have seen one of

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our coaches and are looking to book a trip themselves. They like the look of our vehicles, which is a key component to getting the word out about our company.”

Good Employees Make A Big Difference

It's often said, in the bus/motorcoach business, that a driver can either make or break a trip. For Tri-State Travel, the company's success with hiring and retaining drivers goes back to its location — in the heart of farm country.

“Our people have been essential to Tri-State Travel's success over the years. Many of these employees grew up on farms, and they understand the true value of taking care of equipment and working hard,” Mike Hillard said. “It's also important to provide a business atmosphere where people want to come to work every day and stay for a long time. We feel this is true at Tri-State Travel. For instance, 30 or so of our approximately 70 employees have been with us for 20 or more years.

“As company officials, all of our doors are open to employees. The hierarchy that a person sometimes has to go through to get a question answered doesn't exist here. We are a premier operator that is preferred by various associations and logistic companies due to the great shape of our equipment and the abilities of our loyal employees. This includes our drivers.”

When asked what makes a good bus/motorcoach driver, Mike Hillard responded that the No. 1 quality he/she must have is to genuinely like people.

“If you don't like people, you don't have any business driving a motorcoach full of people. It's important that our drivers are great ambassadors for our company. The last thing a customer wants to be doing is calling us with a driver complaint, and we receive very few such complaints,” he said. “Drivers work hard. They are away from their families a lot and put in long hours. At the end of the day, I would gladly put my top 20 drivers against any other drivers in the country. We receive great reviews from customers when it comes to our drivers.”

Andrew Hillard acknowledged that finding quality bus/motorcoach drivers is an industry-wide challenge.

“We are hiring some new drivers right now, trying to replace people who have been with our company for a long time and are retiring. It's not easy to find good replacements,” he said. “Tri-State Travel is particular about who will represent our vehicles and company. We can teach a person to drive a motorcoach well if he/she has a good personality.”

All of Tri-State Travel motorcoach drivers wear a company-issued uniform that includes a white shirt, tie, black slacks and polished black shoes.

“We feel a driver must look great while representing our company. There must be uniformity in his/her appearance compared to our other drivers,” Andrew Hillard said. “At Tri-State Travel, such consistency is essential.”

Keeping drivers well trained on an ongoing basis is also important — even if a person has been on the job for a long period of time.

“We often have a third-party representative provide hands-on driver training. It's important to keep drivers up-to-speed regarding changes with government regulations, etc.,” Andrew Hillard said. “(Tri-State Travel Safety Director **Ted Nack**) does a great job of reviewing driver safety and fixing something if an incident takes place. This is often done through retraining.”

Part of driver training at Tri-State Travel involves tips and reminders about how to properly operate a large motorcoach during hazardous winter weather. Located in a northern climate, this is a subject very important to the Hillards.

“Our drivers are trained to know when to take it slower. They are very cautious. We have pulled groups off the road due to bad weather,” Andrew Hillard said. “Going under the posted speed limit is sometimes a must. It also helps to have backup and side view cameras on board to help avoid incidents.

“We do everything possible to help our drivers be properly prepared for all types of driving conditions. We also like our drivers to introduce themselves to their passengers before a trip and discuss all the important features that can be found on the vehicle. Doing so helps provide a more tour-like atmosphere for passengers, even if it's just a one day charter trip to a ball game.”

A good driver can also help his/her company find new destinations to visit.

“At Tri-State Travel, our drivers provide us with valuable input. They are on the road 250-

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plus days a year, seeing different cities and smaller towns. They often recommend new places to explore for the future,” Andrew Hillard said. “We appreciate that kind of dedication to our company.”

Rolling With The Changes

Tri-State Travel founder James Hillard would have a hard time imagining in 1940 — as he transported munition workers preparing for World War II — of all the technology now available to business owners in the search for greater growth. Seventy-seven years later, the Internet and social media play increasing roles for Tri-State Travel as the company communicates with current and potential customers.

“It’s always important to get more people interested in our services. Using today’s advanced technology certainly helps. For example, we just updated the company website, and continue to grow our social media presence,” Andrew Hillard said. “We also have a sales

staff. These are company representatives who visit repeat customers and make cold calls.”

Tri-State Travel got an early start in the Internet age with its first Web presence in 1996, and company officials have been working hard ever since to reach younger age groups, including members of the millennial generation.

Andrew Hillard noted that certain trends with millennials have been reported that could lead to stronger bus/ motorcoach business in the years and decades to come.

“Overall, it appears millennials are not buying as many cars as previous generations. They are more willing to take public transportation

INDUSTRY CHALLENGES

As Tri-State Travel nears its eighth decade of service, Andrew Hillard outlined three main challenges that he feels must be addressed for the future health and growth of his company and the overall motorcoach industry. They are:

■ **Price competition from certain third-party websites:** “There are some third-party websites that basically just book buses for clients. These companies don’t actually own the equipment, but rather look for the lowest price on the market when it comes to bus/motorcoach services,” Andrew Hillard said. “I have never seen one of these website company representatives visit our facility to check equipment, maintenance records, staff, etc. If they are not checking the equipment, and the operators behind that equipment for their clients, then who is?”

“It’s an industry-wide issue, and brings down the level of rates needed by good operators to stay profitable.”

■ **Finding and retaining good drivers:** According to Andrew Hillard, the demand for good drivers remains an industry-wide issue.

“Many operators have drivers who are retiring after long careers. The challenge is to find their replacements, and to keep the good ones aboard,” he said.

■ **Keeping up with changing travel demands:** “It seems everybody is trying to recreate the wheel, especially on the tour side. To help meet changing demands, Tri-State Travel belongs to Travel Alliance Partners (TAP). This group involves different tours operators from around the country. We come together throughout the year to buy and sell each other’s products,” Andrew Hillard said. “For example, we can work with a TAP partner from California to offer our clients a tour package involving that state’s famous wine country. This type of partnership allows Tri-State Travel to become more diversified within our own region.”

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and use motorcoaches for day trips and weekend travel. A lot of them are choosing to live in larger cities, where the need for a personal car is not as great. They are more inclined to pay for other transportation services to meet their individual needs," he said. "Right now, motorcoach operators are working with three generations: millennials, generation Xers and baby boomers. It's therefore important to figure out a marketing plan and strategy for each group.

"It appears millennials are more interested in the travel experience. A lot of them are also not buying homes as fast, and are taking longer to get married and have children. I feel this generation could have a larger nest egg available to them in retirement compared to preceding generations."

No matter the generation, however, providing proper customer service never goes out of style. Andrew Hillard explained that Tri-State Travel representatives spend a lot of time contacting customers after a trip to make sure there were no major issues.

"We reach out to our customers in order to receive important feedback. We are asking, 'What can we do better? Were there any problems?'" Andrew Hillard said. "In regard to attracting new customers, the Internet has become a very helpful tool. This includes the sending of e-blasts about our services.

"We also have representatives who attend school association events and meet with music directors, coaches, principals, parents, etc. These are the people involved with school trips who seek out our services."

Pre-trip meetings with parents are also important.

"In case a family emergency occurs, parents often want to know how to get in touch with our company while a trip is in progress," Corey Hillard said. "We also discuss the safety features on our vehicles. There is a lot of information to go through with school officials and parents prior to a trip. The students, however, mostly just want to know if Wi-Fi will be available."

Despite the different challenges that face today's bus/motorcoach industry, the Hillards are very confident about the future.

"I feel our industry is heading in the right direction," Andrew Hillard said. "There are many travelers who want to use comfortable, safe and reliable transportation while still seeing the countryside. This is the type of travel that motorcoach operators provide very well every day."

Mike Hillard added: "What is better than being with a bunch of friends on a motorcoach and heading to somewhere fun, such as Wrigley Field to watch the Cubs play? You don't have to worry about driving or parking. Our coaches

even have restrooms. Overall, I feel the bus/motorcoach industry has adapted well to the various changes that have taken place in travel. I see a bright future ahead."

Looking over his own long career in the motorcoach business, Mike Hillard said he has no regrets about his career choice.

"It's been rewarding and I've been very fortunate. When I started in this business, we just had a couple of buses. I have watched our company evolve over the years," he said. "What has given me the most pleasure, however, is seeing the strength and quality of our employees. Many of these people have been with Tri-State Travel for a very long time. They have become part of my family."

Andrew Hillard agreed, and added: "I started in this industry while in high school and college. Over the years, I have worked in maintenance, as a driver and in sales. I am now more involved with the company's bigger picture while also working with international clients. There is something different to do every day. It's a lot of fun."

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Citilink Assistant
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erving the public transportation needs of Fort Wayne, IN, and the adjacent community of New Haven, Fort Wayne Citilink is celebrating its 50th year as a public transit system. Located in the northeastern corner of the state, Fort Wayne is 18 miles west of the Ohio border and 50 miles south of the Michigan border. The city is the county seat of Allen County, and has an estimated population of a little more than 260,000 people.

“We cover the city of Fort Wayne and the small city of New Haven to the east,” said Citilink Assistant General Manager Betsy Kachmar, during a recent interview with *Busline Magazine*. “We just cover those two cities in Allen County, which together comprise most of the population of the county. It gets pretty rural after you get outside of town.

“There is no public transportation in rural Allen County. The counties surrounding Fort Wayne have small, rural public transit systems, which makes offering regional transportation service kind of challenging. However, that is something we aspire to accomplish in the future.”

To service its ridership, Citilink operates 15 fixed-routes with a fleet of 54 buses. The system also operates 15 paratransit vehicles. Deuces are wild when looking at some of the system’s vital statistics — an annual ridership of 2 million trips a year; and 2 million miles traveled per year.

“We have been pretty stable over the years maintaining that level of service,” Kachmar said. “Just like everybody else, we are trying to do more with less, or at least the same amount.”

Doing its part to reduce harmful emissions, 17 of Citilink’s fixed-route buses are diesel-electric. All buses run on ultra-low sulfur diesel fuel.

“We play up the positive environmental aspects of riding the bus,” Kachmar said. “On Earth Day, we remind people we have hybrid-electric buses.”

When speaking with lawmakers at the state level about supporting and funding public transportation, Citilink emphasizes the economic benefits that a transit system can bring to a community.

“We try to impress upon our state legislators that supporting public transit also supports Indiana businesses,” Kachmar said. “Our buses run on engines made in Columbus. Our big buses have transmissions made in Indianapolis. We also have many parts suppliers in Indiana.

“Furthermore, our smaller paratransit buses are made in the Elkhart/Goshen area in the northern part of the state. Not only are we getting people to their jobs, we are also helping to create jobs.”

Prior to 1967, bus service was provided by a private company that went bankrupt. Kachmar said at that time in the history of public transportation, there was a trend of privately owned systems going out of business.

“It was about the time federal subsidies came into play and cities started taking over transit systems,” Kachmar said. “That is also what happened here. The city created a public transportation corporation and then took over ownership of the private company. We inherited the former company’s building, which had just been built. Even though it is now more than 60 years old, it has served us well.

“In Indiana, public transportation corporations are managed by a board of directors appointed by the mayor and city council in each city. Usually, the board is comprised of seven people. It can be more, but it usually is seven. Such boards are supposed to be relatively balanced by political party.

Citilink’s board chose to contract with a private transit management consulting firm for the past 18 years. McDonald Transit Associates, a subsidiary of

Fort Wayne CITILINK Celebrating 50th Year

By Rick Mullen
Busline Magazine Associate Editor

HOW TO RIDE

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RAPT-DEV, provides a general manager and assistant general manager, as well as technical assistance.

“In Indiana, state funding is through a Public Mass Transit Fund that has been available for 34 years. In the beginning, it was an allocation of the state’s sales tax. Transit systems received an automatic 76 percent of the sales tax. About eight years ago, the state decoupled transit from that funding source and, since then, we have had to ask the General Assembly for resources every two years, which is the state budget cycle.

“We are hoping the legislature will, at least, maintain its existing commitment. The state allocates a pot of money, which is divided by the Indiana Department of Transportation. Each transit system gets a base level allocation and then a percentage of the funding based on performance.”

The system also receives funding from the federal government. Citilink is considered a small urban system by FTA (Federal Transit Administration) standards.

“Recently, Citilink has been able to take advantage of a special rule, whereby any system under 100 buses can use some capital funding for operating use. This is really what has enabled us to maintain our level of service, given the stagnation and/or cuts in other funding resources. Over the long term, we must be careful, because if we use too much of our capital money for operating, then we won’t have funds to replace buses.”

DOING MORE WITH LESS

As Kachmar said earlier, Citilink, like many other public transit systems, is facing funding issues. However, the system’s leadership and employees have dedicated themselves to “do more with less” in the effort to meet the needs of those who ride the bus. Oftentimes, doing more with less takes some creativity.

“Funding has been really stagnant, as it has for most systems in the

state,” Kachmar said. **“Not only are our local funds being reduced due to a property tax freeze, there is also no opportunity for them to increase, which is challenging. However, the most interesting thing about our recent expansions has been the creative way we have been able to do new things.”**

One of the strategies Citilink has employed has to do with how to handle situations when people come to the system asking for expanded service.

“We say, ‘Sure. Here is what it is going to cost and how do we pay for it?’” Kachmar said. “For example, about nine years ago, we partnered with the two university campuses that are near each other in the northern part of the city — Ivy Tech Northeast, which is a community college, and IPFW (Indiana University-Purdue University Fort Wayne).”

According to www.ipfw.edu/, IPFW, which is a joint campus of Indiana University and Purdue University, is the largest public university in north-east Indiana.

“At that time, both schools’ enrollment was growing and there were parking and other issues. School officials were looking for some relief, while trying to grow their campuses,” Kachmar said. “We managed to get a CMAQ (Congested Mitigation Air Quality Control) grant for three years to help subsidize a shuttle service we call campusLink, linking the two campuses.

“The schools also chipped in. The idea was, after the three years, they would continue to provide resources to keep that service going. They weren’t able to come up with the same amount of funding that was needed without the grant. As a result, we scaled the shuttle service back somewhat, but it is still up and running.”

Another school, the University of Saint Francis (USF), located on the southwest side of Fort Wayne, also approached Citilink, seeking service to its campus.

“We said, ‘OK, here’s what it costs,’” Kachmar said.

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With USF agreeing to cover the additional costs, the USF Cougar Express was launched. The service is in its first year of operation.

According to the USF Cougar Express website, a bus loops every 30 minutes, making the first stop of the day at USF residence halls. The bus arrives downtown on the quarter hour. The Citilink service is free to USF riders and the general public.

“We will see how it goes, hopefully USF will continue paying for the service,” Kachmar said. “It is real popular, and it makes for a nice downtown circulator. We are hopeful it will catch on among people working downtown. We have been trying to promote it as an opportunity for people to venture out to some different restaurants at lunch, and/or to just get around downtown. USF Cougar Express and campusLink are underwritten sufficiently to offer free fares.”

Citilink used the same strategy when a local hospital came calling seeking additional service. As with the schools, the hospital was open to establishing a partnership to pay for a new route.

“One of the large hospitals in Fort Wayne, Parkview Hospital, constructed a new facility on the outskirts of town — outside of our service area — so the hospital could have more of a regional presence,” Kachmar said. “Hospital officials were concerned about how people would get out



The state-of-the-art Citilink Central Station was built in 2012.

to the new Parkview Regional Medical Center. As a result, the hospital is underwriting another new route that provides a connector between their hospital closer to downtown and the regional campus. This service has worked out well. It is not free, but they are helping to pay for the route we call MedLink. These are examples of the partnerships we have made to try and make sure we can meet demands.”

Citilink has also been in discussions with its close-by neighbor, New Haven, to expand services beyond the one fixed-route that currently exists. Again, making this happen is a matter of who is going to pay for the service.

“New Haven has been experiencing quite a bit of growth and there is some interest there in trying to get some additional service, in addition to the one route that goes there — perhaps some kind of a circulator-type system,” Kachmar said. “We have designed a system and priced it, and now we are looking for some more partners to come up with enough funds to make that happen. It think that is one of the next likely expansions on the horizon.

“New Haven is located on the southeast side of town. The two towns are growing together, but they are still separate entities. It is making more and more sense to get some more service out there in that area.

“In addition, regional transportation would be exciting. We have had



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discussions about it over the years. There are some opportunities there, but we haven't had the structure or resources to make something happen on that scale."

MARKETING CITILINK WITH PARTNERSHIPS AND SOCIAL MEDIA

Old-timers and basketball history buffs will remember that the National Basketball Association's (NBA) Detroit Pistons began as the Fort Wayne Pistons. The team's original name was actually the Fort Wayne Zollner Pistons, which called the city home from 1941 to 1957.

The franchise was originally founded as a member of the old National Basketball League (NBL). Team owner Fred Zollner and his sister, Janet, also owned the Zollner Corporation, which manufactured pistons for car, truck and locomotive engines, hence the team's name.

In 1948, the team dropped the Zollner name and became just the Fort Wayne Pistons, at that time competing in the Basketball Association of America (BAA). The next year, after a three-year battle between the BAA and the NBL to attract players and fans, the two leagues merged to form the NBA.

While the Pistons were very popular in Fort Wayne, the city's small size made it difficult for the franchise to be profitable. As other NBA franchises based in smaller markets began to move to larger cities, following the 1956-57 season, Zollner moved the team to Detroit.

Ironically, today, in basketball loving Indiana, one of the most popular professional sports team in Fort Wayne is the Fort Wayne Komets — a hockey team. The Komets are affiliated with the Colorado Avalanche of the National Hockey League (NHL) and the Lake Erie Monsters of the American Hockey League (AHL).

In its marketing efforts, Citilink has had a long-time relationship with the Komets. For example, the transit system partners with the Komets, as

well as Ivy Tech and IPFW, to conduct the annual "Bus Stuff" campaign. This program collects nonperishable food items for the Community Harvest Food Bank. This year, the campaign netted 945 pounds of food and \$2,275.71 in monetary donations.

"Historically, we have sponsorship arrangements with local sports teams, including the Komets," Kachmar said. "Who would have thought hockey would be big in Indiana, but it is in Fort Wayne. **The strategy there has always been to hook our names to entities more popular than we are and kind of ride on their coattails to get the word out about Citilink.**"

Another popular sports team Citilink has partnered with over the years is the Fort Wayne TinCaps, which is a Class A minor league baseball team affiliated with the San Diego Padres. The team is the oldest franchise in the Midwest League.

When it comes to marketing on social media, Citilink has a Facebook page. An effort is underway to learn how to most effectively take advantage of the opportunities a Facebook presence can provide. Citilink has hired a social media consultant, Steven J. Bailey, who also consults with many downtown businesses.

"As he focuses on downtown businesses, we think he is a good fit for us," Kachmar said. "We also hope he will help us with some more synergy, as the more he learns about Citilink, the more he can share with others. This arrangement is working out really well, and he is really good at what he does."

Beginning in the early 2000s, Fort Wayne launched an initiative to revitalize its downtown.

"Like many cities, Fort Wayne is trying to rebuild its downtown and we want to be part of that excitement and growth, as more housing is being constructed, and more millennials and seniors are moving there."

One marketing effort Citilink's consultant has assisted with is called "Moving Stories." This series of stories can be viewed on Citilink's web-

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site, www.fwcitilink.com, and on the transit system's Facebook page.

"Every couple of weeks on Facebook, we have been highlighting an interview that we have conducted on the bus with one of our passengers or drivers," Kachmar said. "In the interviews, passengers or drivers talk about the different aspects of riding the bus from their perspective. I do the interviews, while our consultant takes high quality photos.

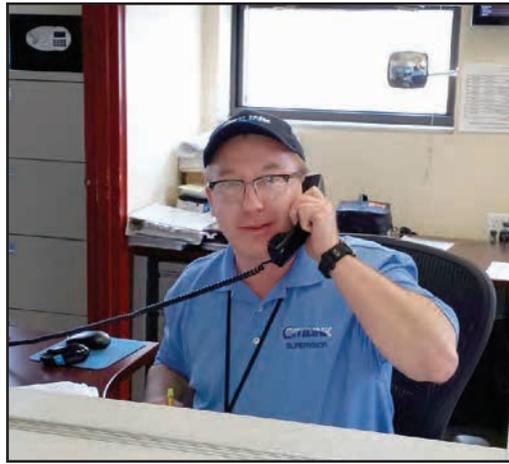
"For one 'Moving Stories' interview, I talked to a man who rides his bike a lot. We talked about how he can bring his bike on the bus. In other interviews, I have spoken with people who commute to work, a person whose wife had the family car, a grandmother with her grandson going on an outing, people who have met on the bus and become friends — those kind of stories. We are trying to give people a positive image of what riding the bus is about, rather than, 'Oh, it's too scary.'"

Below are several examples of

"Moving Stories" from www.fwcitilink.com:

■ **"Get to know Luke.** He rides Citilink every day to work, to run errands, and to attend choir practice. He has been riding for over three years now and loves it because "it goes just about anywhere that I need to go, but would love for it to someday run on Sundays and later at night."

■ **"Get to know Rudy and Carmen,** who became friends while riding on Citilink. Rudy has been riding the bus while her car gets fixed and called this a 'good experience.' Carmen has been riding the bus with her three girls who all found the trips to be 'exciting.' We love seeing friend-



Citilink Street Supervisor/Dispatcher Jack Havens

ships blossom on the buses."

"Our mission is to provide fast, friendly and dependable quality service at the lowest cost," Kachmar said. "We have a good customer complaint system. When people call, email or post complaints on our Facebook page, they go into a data base system. Citilink staff, including **General Manager Ken Housden** and I, are actively involved in making sure issues are addressed promptly.

"We have a good camera system on all our buses and facilities. We use cameras to investigate complaints. For example, if somebody said the bus passed them by, we can pull the video from the camera on the bus to see if that person was at the bus stop or not.

"We will then get back to the driver and the customer about that experience. We try to fol-

low up pretty quickly on things and use that information for retraining. We conduct semi-annual safety and customer service training with everybody on our staff. We remind people about what they are supposed to be doing, and tell them about anything new that is coming up."

Another aspect of providing the best in customer service is making sure passengers feel comfortable riding Citilink. While the "Moving Stories" series is one way Citilink seeks to reassure people that riding the bus can be safe and enjoyable, there are other methods employed to help make sure that happens.

"We hire off-duty Fort Wayne police personnel to act as security at our transfer station," Kachmar said. "We don't hire anyone to ride the bus for us, but we try to get out there on the bus as much as we can. That is the nice thing about collecting stories. It gives me another good excuse to ride

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the system, listening to what people are telling me and finding out what is going on.”

The system’s cameras are also put to use in this effort.

“We use them as our ‘secret shoppers,’” Kachmar said. “Whenever we are reviewing an incident, we look for a variety of other things, too. We have a checklist, making sure everybody is doing what they are supposed to be doing, and looking for things that might stand out as being problematic.

“In addition, **I have several people who call me on a regular basis to tell me what is going on, which is fine. I always tell them, ‘I can’t fix it if I don’t know it is broken.’**”

Helping senior citizens learn the ins and outs of riding the bus is another important customer service Citilink provides, as well as an effective marketing strategy.

“**We have a good relationship with the AARP group in Fort Wayne,”** Kachmar said. “**We did three ‘bus buddy rides’ recently where the AARP chapter invites seniors and we go for a ride to see what it is like taking the bus.**”

Kachmar often speaks to senior citizen groups, telling people about the benefits of public transit and also to teach seniors how to navigate the system. Furthermore, Kachmar takes advantage of other avenues to get the word out to the general public about Citilink.

“The local Chamber of Commerce, Greater Fort Wayne, conducts a ‘Leadership Fort Wayne’ class that takes place over the course of several weeks,” Kachmar said. “I was asked to conduct travel training with some, hopefully, future movers and shakers attending the class who work at different corporations.

“In addition, I was recently at an information fair at a library for most of the day to help people with disabilities who are transitioning from school to work.

“There is also a Head Start group of pre-K kids who like to visit us

from time to time. We give them a tour so they can see the buses and practice riding on them. We go through the bus wash on a bus, which is a lot of fun. We try to catch them at a young age.”

‘RACK & ROLL’

To help meet the various needs of its patrons, and to make using public transit as easy and enjoyable as possible, Citilink has launched a variety of initiatives, some of which are outlined below.

■ **Bike program:** All Citilink buses are equipped with bike racks. In the “how to load your bike on the bus” section of the system’s website, patrons are invited to bring their bikes and “rack & roll.”

“We have a brochure and a section on our website, as well, that talks about how to load your bike,” Kachmar said. “There is a little video in that section that we borrowed from the Louisville transit system, featuring TARC (Transit Authority of River City) employees performing a “Rack & Roll” rap song.

“We also have a brochure that shows how to access our Rivergreenway trail system from different routes. People can get to the more scenic areas by putting their bikes on the bus and riding to a trailhead. We are trying to get people out and about that way.”

The city of Fort Wayne also sponsors a bike program called Zagster. There are five bike racks in the downtown area where people can pay a small fee and borrow a bike to ride. Citilink patrons can ride the bus downtown and rent a bike to get around the downtown area. Afterwards, they can board a bus for the ride home.

“Our station is one of the host sites for the Zagster program,” Kachmar said. “It is credit card based, so you have to have a credit card and a smartphone. You sign up for a bike and money from your credit card is deducted. Bikes may be returned to the same or a different rack.”

■ **Flexlink Service:** If a patron’s origin or destination is within three-

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fourths of a mile from two designated Flexlink routes, the bus can deviate off the route, by request, to pick up or drop off a passenger at the nearest alternate stop.

“Flexlink service was started, because, about 15 years ago, one of the other hospitals in Fort Wayne, Lutheran Hospital, moved outside of our area,” Kachmar said.

It became apparent people needed a way to get to Lutheran Hospital, as well as Dupont Hospital, part of the Lutheran Health Network, in the northern part of the city.



Citilink Access driver Bob Brown transports passenger Larry Harvey.

“In order to maximize our reach, we established two relatively short flex routes, with multiple optional stops within three-fourths of a mile from each route,” Kachmar said. “Each of the smaller flex routes meet up with the fixed-routes at specific locations.

“Originally, we would deviate from the routes anywhere based on demand. That didn’t

work. The bus was never on time and people couldn’t count on it. So, we established some specific alternate stops, and that has worked pretty well.”

■ **RouteShout/RouteWatch:** It is not uncommon for public transit patrons to wonder at times, “Did I miss my bus? Is my bus on time? How long before it arrives at my bus stop?” Using modern technologies, including GPS, computers and smartphones, these questions can be answered immediately in real time. Thus, Citilink offers two tools riders can use to

access such information.

RouteWatch is an interactive map of Citilink bus routes, and RouteShout is a free mobile app designed to give riders real-time location and arrival information. All buses are equipped with GPS tracking technology that works with both RouteWatch and RouteShout to deliver bus information.

With RouteWatch, passengers can view bus routes and stops on their desktop or mobile devices. Citilink touts this technology as being especially valuable for people unfamiliar with an area of the city. RouteWatch color codes each route and shows a

bus icon to let people know where a bus is at any given time.

For those familiar with where they are going and which route to take, the RouteShout app gives real-time bus information on-the-go, according to Citilink.

The RouteShout app provides instant access to bus arrival times. Riders can even mark

routes as favorites for easy access later.

Kachmar’s favorite of the two is RouteWatch.

“With RouteWatch, people can watch the buses traveling around,” she said. “Sometimes I pull that up just for fun. It is like Pac-Man — you can watch buses gobbling up those stops.

“These tools help reduce the fear factor. Once a person gets a sense of where he or she is on the map, it can be determined if the bus is heading toward or away from him or her.”

■ **Intercity bus service:** Citilink serves as the local agent for intercity bus service operated by Greyhound/Miller Hoosier Ride & Barons Bus. This service is operated out of Citilink Central Station, the system’s downtown transfer station.

“We had an old transfer station that was just basically a glorified bus hut,” Kachmar said. “It took us awhile, but we finally got a new station built in 2012 and it is really nice. It is outfitted with security cameras, and it has geothermal heating. We incorporated as many safety features as we could in terms of lighting, security cameras, etc. It is landscaped with natural growing plants, so we don’t have to do a lot of watering, and it uses solar energy. We really try to keep it as self-sustaining as possible to keep operating costs down.”

With the local fixed-route and intercity services currently using the transfer station, it is hoped it will evolve even more as a true multimodal hub.

“Ten Greyhound buses run through the station everyday. So, that’s great multimodal connectivity,” Kachmar said. “In addition, we built the station next to the old train station. There are people trying to get Amtrak back into our community, despite the president’s proposed budget. The initiative is in the environmental impact assessment phase of looking at restoring Amtrak service.”

Adding to the transportation options available in the multimodal station is a taxi stand, as well as a Zagster bicycle rack.

THE ‘ROSA PARKS’ SEAT

As recorded on www.biography.com, on December 1, 1955, after putting in a long day at a Montgomery, AL, department store, an African-American woman, Rosa Parks, boarded the Cleveland Avenue bus for home. She took a seat in the first of several rows designated for “colored” passengers.

In those days, black passengers were required to give up their seats to white passengers when no other seats were available. As the bus continued on its route, it began to fill up with white passengers. When the driver noticed some white passengers standing in the aisle, he stopped the bus and asked four black riders to give up their seats. Three complied, but Parks stayed put. The driver demanded

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that she give up her seat. She refused. She would later say she didn't refuse because she was physically tired, rather she was simply tired of giving in.

She was arrested for refusing to give up her seat, sparking the Montgomery Boycott, which has been called a turning point in the fight for civil rights in the Jim Crow south. Facing serious financial losses, the city's privately owned bus company was forced to desegregate its buses.

Last November, in honor of the 60th anniversary of Parks' refusal to give up her seat, Citilink recognized that moment in history by installing a yellow Rosa Parks permanent seat on 31 fixed-route buses in her honor. Lettering on each of the seats reads, "Dedicated to the memory of Rosa Parks."

"One of our board members went to an APTA meeting and came back with that idea," Kachmar said. "We thought it was a great idea. I've been meaning to ask the drivers whether people are making a point to sit in that seat as an honorary seat, or making a point to avoid it because they think it is something special. We have received some good feedback on the project. We reminded people about it during Black History Month in February."

PARATRANSIT RIDERSHIP SPIKING

Citilink's paratransit operation, Citilink Access, operates 12 to 15 buses a day. The price to ride the ADA (Americans With Disabilities Act) complimentary paratransit service is \$2.50, double the fare for the fixed-route system.

"It costs about \$27 a trip to provide that service," Kachmar said. "Therefore, like at many other transit systems, it is heavily subsidized. As a result, we have tried to figure out as many ways as we can to keep the usage of that service low without impacting people's ability to ride."

Despite those efforts, Kachmar said ridership has gone "crazy high."

She added: "For the past three years we have had double-digit increases and I'm not exactly sure why. We haven't really changed anything in how we operate. I think it is a combination of other services not being available, such as Medicaid or Medicare transportation providers.

"Also, the Allen County Council on Aging used to run rural public transit service, but got out of the public transportation business, so we picked up some of those rides. Maybe it is a sign of the economy getting better. Businesses are hiring more people who have disabilities who need rides, which is a good thing. We have people who are riding Access everyday to work. So far, we have been able to accommodate the increase in ridership."

Citilink has tried to cut down on paratransit ridership by offering Access-eligible people free rides on the fixed-route system.

"Like other systems, we offer people who are eligible for Access free rides on fixed-routes if they come in and get a special ID card," Kachmar said. "Sometimes people try to become eligible for Access just so they can ride the fixed-routes for free. We call them on that, because if they never ride the Access bus, they are not likely to be recertified.

"We conduct some travel training, reminding people who are paratransit riders that all our fixed-route buses have ramps, lifts and wheelchair securements. We encourage Access-eligible people to transition to fixed-route buses, if they can.

"In addition, if they are in range and can stay on time, our FlexLink route buses can deviate over to even more alternate stops and pick up people who are paratransit eligible."

FINDING GOOD DRIVERS AND MECHANICS IS CHALLENGING

Much has been said and written about the challenges presented by America's aging workforce. As baby boomers have or are reaching retirement age, it can be a serious problem for businesses, including public transit systems, to replace that large demographic. Lately, Citilink has taken advantage of school system budget cuts, which have resulted in school bus drivers being laid off.

"We tend to steal drivers from our school system. So, for now, we have had pretty good luck getting the drivers schools have laid off," Kachmar said.

To help keep qualified mechanics in the transit system's maintenance department, Citilink has an apprentice program in place.

"Periodically, we will hire somebody as a cleaner/washer — we call them 'hostlers,'" Kachmar said. "Such new hires may have the desire and aptitude to move up. In that case, we will run them through our apprentice program to train to be mechanics.

"The apprentice program works out pretty well for early training, but what we really have a shortage of are people who are experienced mechanics. In the past five years or so, we have had people who have been here since 'dirt' — back when our maintenance department floors were really dirt — who have retired after 40-plus years of service. Those are big shoes to fill."

LOOKING AHEAD

While Citilink's Access paratransit service has seen a significant upsurge in ridership the past few years, fewer people are taking fixed-route buses.

"Ridership has gone down the past couple of years, like it has in a lot of transit systems around the country," Kachmar said. "Like everybody else, we blame gas prices.

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UMA Looks Ahead With Confidence During St. Louis Motorcoach Expo

Looking ahead with confidence, while at the same time recognizing past accomplishments — this was the mantra of many industry professionals who gathered for the 2017 edition of the United Motorcoach Association's (UMA) Motorcoach Expo.

By Harrell Kerkhoff, *Busline Magazine* Editor

Keeping Up With Washington, D.C.

Each year during the UMA Expo's Active Member Meeting/Legislative & Regulatory Update, which traditionally follows the Opening Session, attendees learn about current and possible changes taking place on Capitol Hill that could influence their businesses. This year's Update, however, was especially important since it soon followed U.S. President Donald Trump, and his administration, taking office.

As she has done at past Expos, **UMA lobbyist Becky Weber**, of the **Prime Policy Group**, provided a synopsis of the current federal legislative and regulatory climate. She noted that with the new Trump administration in office, a change in regulatory direction may very well take place.

"There is always a lot of change in Washington, D.C., with a new president, especially when the presidential administration in power changes party," Weber said. "The new president is very unconventional, and people in Washington, D.C., are having to adjust. This is challenging in some respects, but also exciting."

She discussed President Trump's executive order on January 30 requiring federal agencies to revoke two existing regulations for every new "significant regulation" that is put into place. Weber said a "significant regulation" is generally considered one that will have a significant impact on a large industry.

"Many of the regulations that (owners/operators) deal with in the (bus/motorcoach) industry certainly meet that criteria," Weber said. "This is a signal that (President Trump) is really serious about regulatory reform."

According to Weber, other high priorities

Looking Ahead

The five-day event (Feb. 26-March 2), taking place at the America's Center Convention Complex in St. Louis, featured a sold-out exhibition floor, added educational tracks, guest speakers, an awards ceremony and several after-hours celebrations.

*Many Expo attendees and officials paid homage in St. Louis to retiring **UMA President & CEO Vic Parra**, who stepped down on March 31 after nearly 19 years of service to the association.*

During the Expo's Opening Session, on Feb. 27, Parra noted that attendance was strong for the 2017 event, and outlined some changes to the Expo's format. This included a new educational track focused on technology.

"I don't have to tell anyone in the bus/motorcoach industry how much technology impacts today's business. This new educational track joins our traditional sessions that focus on operations, finance, marketing and small fleets," Parra said.

*Also new to this year's UMA Expo was the association's **International Driver Competition**. This event spotlighted the best professional drivers in the industry, according to UMA. Twenty-six drivers, from 16 operators, competed in St. Louis for the privilege of being named **Grand Champion**. The winner was **Stephen Davis**, of **AT&T Charter Service**, in **Louisburg, NC**. Davis and other award winners were recognized during the **UMA Leadership Awards Celebration** on Feb. 28.*

under the Trump administration are expected to be: the repeal and replacement of the Affordable Care Act; comprehensive tax reform; immigration and border control; and improvements with the nation's infrastructure.

"For the first time in many years, I think there is greater enthusiasm for comprehensive tax reform. This is a very difficult process. The United States has not experienced major tax reform since the 1980s," Weber said. "The main principals (being looked at) right now are to reduce the tax rate and streamline or eliminate special deductions, exemptions, credits, etc."

Regarding the nation's infrastructure — an

important topic to operators of buses and motorcoaches who travel every day on U.S. roads and bridges — Weber added the Trump administration has stressed the importance of "big eye" projects. This goes beyond improvements to just highways, bridges, railroads and airports.

"This could include (infrastructure) upgrades to pipelines, electric grids, broadband, hospitals and schools," Weber said. "The question is, where is the money for these improvements going to come from? It's an issue that we (UMA) will continue to watch for our members."

Weber outlined other key elements that UMA will remain focused on in the years ahead as the association's leadership prioritizes its advocacy function. They are:

■ **24/7 on-the-ground presence in Washington, D.C.** — “There is a reason why most trade associations (such as UMA) are located in, or near, Washington, D.C. This is where you have to ‘mind the store,’” Weber said.

■ **Participation in the annual UMA Capitol Hill Days, when UMA members get together to visit their various representatives in Congress. This year's event is scheduled for April 25-26** — “It was started 10 years ago and has gone from a small event to where over 90 UMA members participated in 2016,” Weber said. “I would encourage more participation. There is nothing that can replace a UMA member coming to Washington, D.C., as a voter, business owner and taxpayer and interacting with his/her representatives in Congress. It's so critical to our industry's success.”

■ **Participation in the UMA Motorcoach Travel PAC (Political Action Committee) program** — Weber noted that PAC donations play a key role in supporting members of Congress who support the bus/motorcoach industry.

■ **Participation in coalitions with like-minded industry and other groups** — “We have had a tremendous amount of success fighting some really bad (legislation/regulation) that our industry was facing, such as efforts to quadruple our insurance rates two years ago,” Weber said. “The only way we were able to kill



UMA President & CEO Vic Parra, left, and UMA Board Chairman Dale Krapf cut the ribbon to begin the 2017 Expo in St. Louis.

that threat was by bonding with other industries, such as the trucking industry.”

■ **Grass roots advocacy with membership and elected officials** — “As a UMA member, if we call you, or if you receive an email alert from us that says, ‘Please call your congressman, there is a key vote tomorrow,’ it's important to act,” Weber said.

■ **The continual development and sustainability of relationships with elected officials**

by UMA members — “This is not only important during our Capitol Hill Days, but all year long,” she said. “It's important to get to know your members of Congress. Invite them to your facility. Have them meet your employees. Support those who support you.”

■ **Maintaining both offensive and defensive fronts** — “As an industry, we want regulations that are reasonable, fair and truly necessary.”

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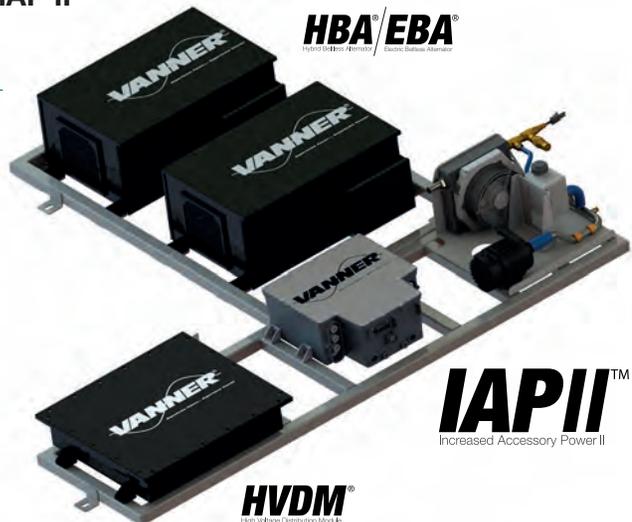
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FMCSA SMS scores increases the risk of being inspected on the road, audited by a field investigator, fined for infractions and in instances of serious violations, being ordered to cease operations. High SMS scores may increase your insurance premiums. There can be potential legal ramifications of operating with a high SMS score. Negligence is operating while failing to address high SMS scores.

Management should be aware of the CSA (Compliance, Safety, Accountability) scores, as they can impact profitability. A management strategy should be developed to reduce and control SMS Basic scores. A management objective should be to correct behavior that leads to safety violations and crashes.

This will require a team effort that includes drivers, dispatch, operations, maintenance, management and customers.

Focus on your goal to reduce SMS scores through better CSA management and compliance.

The following guidelines will help you manage SMS Basics:

1. A company safety policy must be in writing;
2. All employees shall sign, date and acknowledge they have received and understand the company policy;
3. Review the SAFER Report (SMS) monthly and measure your performance;
4. When warranted, correct through Data-Q any erroneous data;
5. Inform drivers that violations are tracked by driver. Motor carriers can access this information;
6. Inform employees and educate your staff about CSA;
7. Establish strict hiring guidelines. Verify driver status, employment history, license and medical card on all new hires. Use a Pre-employment Screening Program (PSP) before hiring; and,
8. Hold everyone in the company accountable for safety performance and SMS Basic Scores.

FOCUS ON THE SEVEN BASICS**Basics #1: Unsafe Driving Speeding**

1. Company safety policy shall address speeding;
2. Note violations 10 over speed limit, school, and construction zones;
3. Access PSP on ALL new hires;
4. Set speed governors; and,
5. Audit speeding using electronic devices.

Seat Belts

1. Company safety policy shall address seat belt use;
2. Educate drivers on the importance of wearing seat belts; and,
3. Conduct behavior observations to assure seat belt usage.

Cell Phones

1. Company policy shall address cell phones and texting; and,
2. Spot check cell phone use.

Radar Detectors

1. Company safety policy should address radar detectors; and,
2. Conduct periodic management inspection of vehicles.

Defensive Driving

1. Company safety policy shall address preventability;
2. Conduct ongoing driver safety meetings; and,
3. Discuss speeding and space management in all conversations with drivers.

Basics #2: Fatigued Driving

1. Company safety policy shall address hours of service;
2. Train new hires how to record hours of service;
3. Be sure operations/dispatchers understand hours of service;
4. Have an in-house system to audit hours of service; and,
5. Install electronic onboard recording device.

Basics #3: Driver Fitness

1. Company safety policy shall have a valid license requirement;
2. Assure drivers can read and speak English; and,
3. Obtain fresh MVR on all new hires prior to work assignments.

Basics #4: Controlled Substances/Alcohol

1. Specifically address substance abuse and alcohol misuse in the company safety policy;
2. The following testing shall be part of the company drug and alcohol testing program: Pre-employment, Random, Reasonable suspicion, Post-accident, Positive and negative test results administrated, and Refusal to test;
3. Outsource company D & A program to third-party vendor;
4. Document all training and obtain signed acknowledgment from employees; and,

5. Train supervisors, dispatch and operation personnel on how to recognize the signs and symptoms of alcohol misuse and substance abuse.

Basics #5: Vehicle Maintenance

1. Address vehicle maintenance in the company safety policy;
2. Observe driver vehicle inspection process, document these observations to driver file;
3. Conduct periodic management inspections of vehicles on the lot;
4. Set up a designed safety inspection lane and mirror check departures station; and,
5. Spot check driver vehicles inspection reports.

Basics #6: Cargo Related

1. Specifically address loading and unloading of passengers in the company safety policy;
2. Driver should stand at motorcoach door when passengers are ascending or descending steps. Encourage passengers to use hand rails;
3. Motorcoach operators shall present safety information to passengers after boarding and prior to movement of the motorcoach;
4. Driver shall encourage passengers to remain seated while motorcoach is moving;
5. Maintain information signage in the motorcoach;
6. Driver shall position the bus relative to the curb, sidewalk, roadway or parking area. Drivers should check express area; and,
7. Develop quarterly driver training for slip/trip/fall to include: Proper bus position when loading/unloading passengers, Proper driver position when loading/unloading passengers, Use of hand rails, Use of wheelchair lifts, and Understanding of wheelchair tie down procedure.

Basics #7: Crash Indicator

The crash basic is the end result of unsafe driving behavior, equipment failure, environmental condition or combinations thereof. Ultimately, more knowledgeable and law-abiding drivers will lead to fewer crashes and fewer crashes mean safer roads.

1. In SMS, DOT recordable collisions and state reported crash history matters. The following types of crashes are counted, regardless of who is at fault: Fatality, Injury, and Tow-away;
2. Conduct ongoing and regular safety training and help drivers understand what they can do to prevent crashes; and,
3. Provide regular training on accident scene procedures; equip drivers and vehicles with accident scene checklist and packets.

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From Lancer Insurance Company:

Preparing For The FMCSA's Entry-Level Driver Training Rule

For the first time, entry level drivers will have to meet an established minimum baseline of classroom (or theory) and behind-the-wheel training requirements before they are able to obtain a Class A or Class B commercial driver's license (CDL), according to a recent Federal Motor Carrier Safety Administration (FMCSA) regulation.

For bus and coach companies, the impact of this rule, titled "Minimum Training Requirements for Entry-Level Commercial Motor Vehicle Operators," on their operations varies, but all operators should familiarize themselves with the provisions to ensure compliance, and also to identify potential opportunities and safety benefits.

The first point to keep in mind is that the rule applies to new drivers who do not yet have a CDL, and to drivers who are upgrading their CDL — for example a Class B CDL holder seeking a Class A CDL. It does not apply to current CDL holders who are not upgrading their license.

Bus and coach companies that recruit drivers who have not yet earned a CDL will have to ensure the prospective driver meets the established theory and behind-the-wheel requirements before he or she takes a state CDL test. Operators can either provide this training themselves if they are listed on the FMCSA's Training Provider Registry (TPR), or they can direct prospective drivers to trainers listed on the TPR.

Companies that only recruit drivers who have already earned their CDLs are not required to take any further actions to comply with this regulation; however, they may want to familiarize new and current drivers with the theory and behind-the-wheel skills covered by the rule as a safety measure to make sure all drivers are on par with the new baseline.

Another key point: This regulation establishes minimum training requirements in order to be eligible for a state CDL test and any endorsements necessary for the tasks the driver will be performing. Just because a driver obtains a CDL under these new standards does not mean that driver is necessarily qualified to drive for a given passenger transportation company. The coach company, or key partners, may have existing guidelines or standards that go beyond the requirements in this regulation.

Furthermore, operators should absolutely maintain their own onboarding training programs that they use to teach new drivers about the company's vehicles, driving methods, customer service approach and overall expectations. The training covered by the regulation applies only to knowledge and skills necessary to obtain a CDL, and should not be seen as a fulfillment of or substitute for comprehensive employee training.

WHAT'S IN THE REGULATION?

As for the regulation itself, it establishes "Class A and Class B CDL core curricula and training curricula including passenger (P), school bus (S), and hazardous materials (H) endorsements."

For the theory portion, the regulation outlines an established curriculum that trainers must teach, and driver-trainees must demonstrate proficiency by scoring at least 80 percent on a theory assessment. The behind-the-wheel portion involves range and public road segments, including discrete maneuvers. Trainers provide a training certificate only when the prospective driver demonstrates proficiency in performing the required skills, and trainers must submit electronic notification to the FMCSA once an individual completes the required training.

Those familiar with earlier drafts of the regulation may have seen minimum hour requirements for theory and behind-the-wheel training; however, those requirements did not make it into the final rule. While there is a mandate for what the theory and behind-the-wheel curricula must include, there is no mandate on the number of hours required to complete that curricula.

Also of note, the effective date of the regulation has changed. The final rule originally listed a Feb. 6, 2017 effective date, with required compliance by three years from that date. However, in accordance with a recent presidential directive calling for a review of new and pending regulations, the effective date has been delayed until March 21, 2017.

As noted earlier, those who wish to conduct the required training themselves must be listed on the FMCSA's registry. The rule lists a number of qualifications a training program must meet in order to be listed on the TPR. They include, among other requirements: following a proper curriculum; utilizing appropriate facilities and vehicles for training; proper trainer licensing, certification, registration, or authorization in states where in-person training is conducted; and submitting to an FMCSA audit when required to ensure the proper criteria are met.

The regulation makes special allowances for theory instruction conducted exclusively online.

PREPARING FOR THE RULE

For bus and coach companies that recruit new drivers who have yet to earn a CDL, the critical decision they will have to make is whether to conduct the training themselves or work with other providers outside of their company. Companies that are already doing ground-up training will have to be listed on the FMCSA TPR and teach a curriculum that meets or exceeds the rule's requirements. Again, the rule covers only minimum requirements. In many cases, trainers will (or already do) go above and beyond these standards. In essence, the rule simply seeks to codify what trainers should already be covering.

Companies planning to provide training should ask themselves if they can handle it with existing staff or if it will require new hires. It's important to note the rule contains qualifications for both behind-the-wheel instructors and theory instructors, including, among other requirements, the licenses and endorsements they must hold and their experience driving commercial motor vehicles.

Operators who only hire a few people a year or have a small amount of turnover may want to consider if doing all of the training themselves is worth it, or if they want to outsource all or part of it. They could, for example, have drivers complete theory training online through an approved provider, and then conduct behind-the-wheel training in-house with their own vehicles. Bus and motorcoach companies may see this as an attractive option as many established driver training schools tend to have a heavier focus on truck training. Alternatively, these companies can work with other passenger transportation motor carriers that are providing training if they decide they do not want to do it themselves.

Some operators may see the new regulation as a recruitment opportunity: If they establish themselves as approved trainers, they can become, essentially, driver schools at which trainees can prepare for their CDL test and potentially have a job with that carrier once the license is obtained.

Companies exploring this option should keep in mind the extra risks they may be assuming: Heavier recruitment of new drivers with no over-the-road experience and no established driving record could lead to increased accidents and other safety risks that are not as prevalent among more experienced drivers. Insurance companies may also evaluate a riskier, less-experienced pool

Continued On Page 70

Show Time

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From National Interstate Insurance:

3 Reasons You Should Take A Closer Look At National Interstate

Formed in 1989 in modest offices in Cleveland, Ohio, with only a handful of employees and a business plan focused solely on the passenger transportation industry, National Interstate has always had a desire to grow. This brings me to the first reason you should take a closer look — our steady pattern of growth.

During our 27 year history, we have grown in numerous and meaningful ways:

■ *With over 30 group, agency and single-parent alternative risk transfer (ART) programs, catering to a wide array of transportation segments, we're a leading specialty transportation insurer and a market leader in ART programs for the transportation industry.*

■ *In 2010, National Interstate made a strategic move by acquiring Vanliner Insurance Company, the leader in insurance coverage for the moving and storage industry.*

■ *As of October 2016, we have over \$750 million of gross premiums written and we're proud to be rated "A" IX (EXCELLENT) by AM Best.*

■ *Our corporate headquarters in Richfield, Ohio, and our subsidiary, Vanliner Insurance Company, in Fenton, MO, have taken us from roughly a dozen employees in 1989 to more than 700 today. We also have a presence in Kapolei, HI.*

At the foundation of our growth and success is a strong desire to provide world-class customer service. It's what we take the most pride in at National Interstate and also the second reason you should give us a closer look. **World-class customer service** may be a simple concept, but that doesn't mean it's easy to execute. It requires a sustained effort from every employee to return phone calls promptly, have the tools and training needed to do the job efficiently and properly, be empowered to make decisions and make them quickly, and to provide real expertise for our valued customers. It also means that, for any message, good or bad, we communicate clearly and consistently to agents and insureds.

From potential policy intake and final policy binding to billing and claims management, we make sure our customers have the right information when they need it. The National Interstate Service Center is a 24/7 portal to expert advice and valuable information, including claims and risk management information and much more.

As specialists in wheels-based insurance, National Interstate aggressively adjusts hundreds of millions of dollars in claims each year. On every claim, for every customer, we work tirelessly to adjust claims fairly and effectively. From a

routine fender-bender to a catastrophic claim, we strive to provide every customer and claimant with the same level of world-class service. Here are just some examples of how National Interstate's Claims Management team is a cut above the rest:

1. Our Structure: All claims are managed by product group, which means that your claims professional specializes within your commercial segment — he or she is an expert in passenger transportation. Additionally, following the report of your claim, we provide personal and quick responses to begin adjusting your claim. By the way, when you call to report your claim, you'll talk to a live claim handler — not a robot, answering service or automated dialing prompt.

2. Catastrophic Claims Handling: Report catastrophic claims 24 hours a day, 7 days a week to our toll-free hotline. And again, when you call, you'll speak with a National Interstate claims professional.

3. We Have Connections: Enjoy a nationwide network of appraisers for all commercial vehicle segments.

4. Workers' Compensation Benefits:

■ We can help you implement customized Return to Work programs for both on-site and off-site transitional work opportunities while your employee is recovering from his or her temporary disability.

■ Our on-staff nurses help manage medical care to ensure that your employee is receiving the appropriate care to return to work as soon as physically able.

■ We partner with specialty medical networks across the country, which include PPO's (Preferred Provider Organization), medical prescription, physical therapy and more.

5. On-Staff Claim Attorneys: A dedicated staff of licensed attorneys specializes in handling the most significant and complex claims and litigation matters.

6. Online Claim Reporting and Claim Inquiry: Access and track claims online anytime.

7. Open Lines of Communication: We take pride in being an open and transparent organization — as a National Interstate insured, you'll have a

personal connection to your claims' management team. Chat with them on the phone, via email or meet them in person at board meetings or safety workshops.

And it's a combination of reasons one and two that has made way for reason three. Our history of successful growth has created a good problem for the company to have — we're simply running out of elbow room and have begun **expansion** efforts.

In 2016, we embarked on major initiatives to expand and improve our two major locations. It is our view that providing a safe and pleasant workplace environment helps spur innovation and encourages our employees to provide the level of service our customers deserve. We also believe in the value of personal interaction and that our facilities should convey both a professional image and a welcoming environment — for both our employees as well as visits from our business partners, vendors and prospective employees.

After acquiring Vanliner in 2010, we took over existing space in Fenton, a suburb of St. Louis. We recently agreed to a long-term renewal of that lease, which includes both expansion and renovation of the space we currently occupy, allowing for greater employee collaboration and customer interaction.

On a much larger scale, last year, we began expansion of our Richfield campus by adding a third building. This new building will be the centerpiece of our campus and will have several exciting features including enclosed walkways between our three buildings, a larger cafeteria, additional wellness facilities and several outdoor decks and patios. The expanded campus facilities will allow us to host our customers in Richfield and can help enhance collaboration amongst our employees. When completed, we will have nearly 300,000 square feet of office space, with the capacity to ultimately hold approximately 1,000 employees in Richfield.

For those we serve and who choose to place their trust in National Interstate, please know that we are committed to providing the best value and service to our insureds and agent partners, and will go the extra mile for you every day.

We look forward to hearing from you. To give National Interstate's Passenger Transportation division a closer look, please contact Michelle Wiltgen at 800-929-1500 x1213 or michelle.wiltgen@natl.com.

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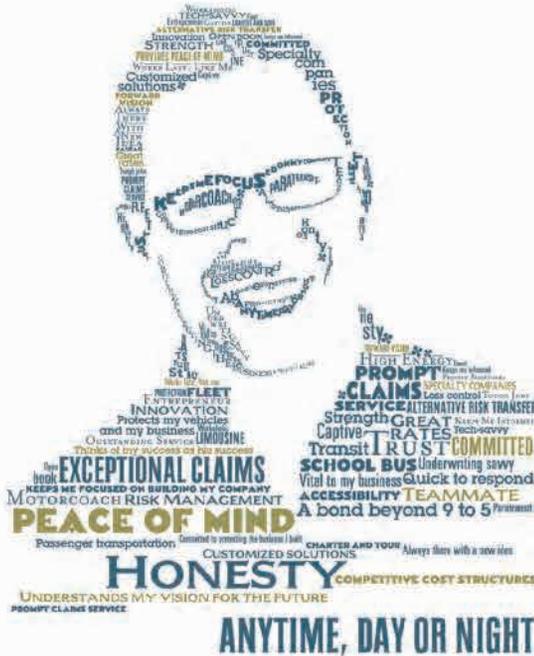
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INSURANCE & FINANCE

From Service Insurance Agency:

Knowledge And Dedication

Words of wisdom are sometimes hard to come by, especially during tough times. Those who provide passenger transportation, however, are seeking advice on insurance and other industry-related matters at a rapid pace.

With 64 years of experience providing transportation insurance, **Service Insurance Agency** representatives have the knowledge and dedication to help motorcoach operators survive and thrive in today's business climate.

With a dedicated team of customer service representatives (CSRs) and producers, **Service Insurance Agency** provides the value-added benefits that are critical today.

The agency, with its headquarters in Richmond, VA, can provide a variety of insurance products for the transportation industry such as Auto Liability, Physical Damage, General Liability, Worker's Compensation, Garage and GarageKeeper's Legal Liability. The agency also provides additional help in such areas as driver selection, drug and alcohol testing, DOT compliance and safety seminars.

"We are one of the largest insurance agencies in the Southeast, providing transportation insurance solutions to our 400 motorcoach clients," said **Service Insurance Agency President Tim O'Bryan**. "We have a dedicated staff of insurance professionals who are committed to the motorcoach industry. With over 150-plus years of collective transportation insurance experience, we are able to provide our clients, as well as our potential clients, with valuable insight."

The team at **Service Insurance Agency** includes **President Tim O'Bryan**, and **Customer Service Representatives Ann Phillips** and **Teresa Brannan**, located in Richmond, VA.

"From an agency standpoint, we help our clients with various situations that come up in the operation of their business, whether it's insurance related or not. Our clients know they can call us with questions that most non-transportation agents may not be aware of," Mr. O'Bryan said.

He added that a non-transportation agent or agency may not understand the unique challenges facing the motorcoach operator today.

"There are insurance companies that provide the insurance coverages required by our clients, but we, as an agency, provide the customer service that our clients need in order to operate in the current business environment. **Whether we issue certificates of insurance to groups who wish to travel with our clients, help our clients with driver selection and retention, provide lienholders with proof that their interests are protected, or just act as a sounding board for general business questions, we strive to be a complete business partner with our clients.**"

According to Mr. O'Bryan, "The number of insurance carriers that specialize in our industry is relatively small. Therefore, it's even more important than ever to deal with an agency that has a long standing relationship with all of these carriers.

"One thing about the insurance industry is that it never stays the same. Pricing models change, natural disasters in this country and abroad affect the availability of the high limits that our clients must carry, and the ever changing legal climate has a direct impact on this industry. Plus, when you consider the state and federal mandates imposed on our clients, now is the time to strengthen your relationship with your state officials and those in Washington, D.C.

"As an agency that specializes in the motorcoach industry, we welcome the opportunity to work with our clients in all of these areas. **Service Insurance Agency** lives and breathes this industry. We serve on various state association boards to provide insight and help each member, whether or not the company is a client, stay informed. **We are committed to strengthening our relationships with our clients, and the various state motorcoach associations, to guarantee the stability and future of this industry that supports us," states Mr. O'Bryan.**

"These are difficult times. It's important that we all work together. Communication is an essential part of the equation, so please do not hesitate to call us and discuss your situation. **Service Insurance Agency** has been in this business since 1952, and we have guided our clients through a variety of business climates over the years. I am available to my clients 24 hours a day, 7 days a week. We need to be available because our clients work those same hours," states Mr. O'Bryan.

Contact: **Service Insurance Agency**
Tim O'Bryan, president
 6850 Catawba Lane, Richmond, VA 23226
 1-800-444-0205 ext. 303
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In addition, RLI has been named to the Ward's 50 P&C Top Performers list for 26 consecutive years (1991-2016). Annually, the Ward Group (the leading provider of benchmarking and best practices studies for the insurance industry) analyzes the financial performance of nearly 3,000 property-casualty insurance companies domiciled in the United States and identifies the top performers. RLI is proud to be one of only three companies to be named to the list each of the 26 years the analysis has been undertaken.

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DIFFERENT WORKS

BUSLINE BUYERS GUIDE TO INSURANCE & FINANCE

TIB Transportation Insurance Brokers:

Committed To The Transportation Industry, And Only This Industry

TIB Transportation Insurance Brokers is the largest agency in the country dedicated solely to the transportation industry. Headquartered in Glendale, CA, with offices in Minneapolis/St. Paul, Orlando, Baltimore, and New York, TIB serves more than 5,000 bus and limousine clients nationally. It's committed to the transportation industry, and only that industry. All of its clients have commercial auto exposures with the vast majority being certificated carriers.

At TIB, tough transportation insurance problems are handled every day. The company is staffed to provide clients with the finest service of any broker in the industry. TIB's goal is to work together as a team to take care of clients. It offers high quality services, trouble-free relationships and rapid response to a customer's needs through the strength of TIB's national network.

TIB's specialization and commitment to the transportation industry ensures that by focusing only on this marketplace, it can devote the energy and resources necessary to be at the leading edge of the transportation insurance field. All clients have their own personal account executive. In addition, they are provided with an assistant account executive to handle their standard requests such as certificates, endorsements, filings, etc., and an accounting representative who knows their exact premium status. Clients always have total access to TIB's corporate management team, who can provide assistance for a client's risk management needs.

The transportation industry has traditionally experienced problems securing programs which provide adequate coverage *and* competitive pricing. As brokers, TIB works for the clients, explaining the various plans and programs and helping them determine the insurance policies which best suit their needs. TIB is not captive to a single insurance company; therefore, it can offer options and alternatives, rather than providing a client with one — and only one — insurance program.

TIB is keenly aware of changes in the marketplace because the company is there, immersed in it everyday. Obviously, change is a part of the environment, and indeed, a dynamic force affecting all of us. TIB's goal is to always be on the cutting edge — to discern the good from the potentially damaging; to keep the concerns and goals of its clients foremost in its actions and reactions to the times.

All of TIB's accounts are important to the company, no matter what their size, starting with the largest customers right down to individual owner/operators. The success of each and every one of these customers is an integral part of TIB's success — this fact is always on the minds of TIB professionals as they serve the company's client base.

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REV Bus Group Launches New Models Of Luxury Brands At LCT 2017

During the recent International LCT Show, a convention for limousine, charter and tour operators throughout the world, REV presented new models of its luxury brands — Krystal and Federal.



The Krystal KLX40 debuted its first limo-style luxury bus on the Freightliner S2C chassis at the show, which was held in Las Vegas, NV. This model spotlighted a full-view plug entrance door, full-view front observation window, and glass escape hatch, limo style seating, executive tables, bar, and an enhanced sound system.

“We were proud to bring the KLX40 to LCT,” said Larry Mabery, Federal Coach and

Krystal brand manager. “The new features are a direct response to the market’s needs.

“The Federal brand also launched a new model during the show. The Spirit CS (corporate shuttle) on the Ford E350 chassis features dual rear wheels for stability, and a 108-inch height for additional accessibility into tighter areas that may limit a larger vehicle. The bus also has a more narrow body, which offers the flexibility of 2+1 seating for maximum comfort or 2+2 seating to maximize passenger capacity.”

REV owns 27 brands, employs more than 6,000 people in 16 different manufacturing facilities in the U.S., and produces more than 17,000 specialty vehicles annually. The company is headquartered in Milwaukee, WI.

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A LEGACY OF
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Van Hool's NextGen FX Concept Prototype Coach

"ABC Companies has partnered with select vendors to create the one-of-a-kind prototype coach that was on display during the 2017 UMA Expo in St. Louis, MO.



"We want to get operators excited about future technology, and demonstrate the tech features that are currently in development from the world's suppliers," Jay Oakman, ABC vice president of commercial operations, said.

"The Van Hool NextGen FX concept coach integrates both practical and futuristic passenger and driver features in a fully-loaded, tech-driven prototype. It is built on a 2-door Van Hool TX45 model, and offers a multi-zoned floor plan. Each designated zone showcases systems — from intelligent driver's controls to infotainment platforms that integrate virtual reality and gaming stations, surround sound and more."

Roman Cornell, ABC Companies chief com-

mercial officer said, "Clearly, not all of these options are available today, but operators can take advantage of many practical technologies and upgrades that will also be featured."

"The NextGen FX concept merges our team's pragmatic and creative thinking," said Dane Cornell, ABC Companies CEO. "It epitomizes the imagination of the innovative culture within ABC."

The company said it hopes to demonstrate how future-thinking ideas shown aboard the NextGen FX prototype today can be solid building blocks for commercial success tomorrow.

Windstar Takes Delivery Of 1,000th Van Hool CX45 During UMA

Windstar Lines, of Carroll, IA, has purchased Van Hool coaches from ABC Companies since 1995. During the UMA Expo 2017, ABC Companies and Van Hool honored Windstar for taking delivery of Van Hool's 1,000th CX45 model, since introduction of the model in 2013.

ABC and Van Hool are approaching the 10,000th Van Hool delivery to the North American market.

Pete Bachrach, ABC senior account manager,



has been doing business with the Greteman family at Windstar Lines since 2002.

"The Greteman family personifies integrity in this business," said Bachrach. "Their family-values, honesty and inclusiveness really raise the bar for everyone in our industry. The Van Hool CX45 has become a staple in the Windstar fleet. With more on order for 2017, Windstar is excited about the flexibility and versatility this model offers."

"We have been able to diversify our service offering using the CX45," according to a Windstar official. "It is perfect for everything from high-end tours and general charter service, to fixed-route and shuttle service."

Visit www.abc-companies.com for more information.

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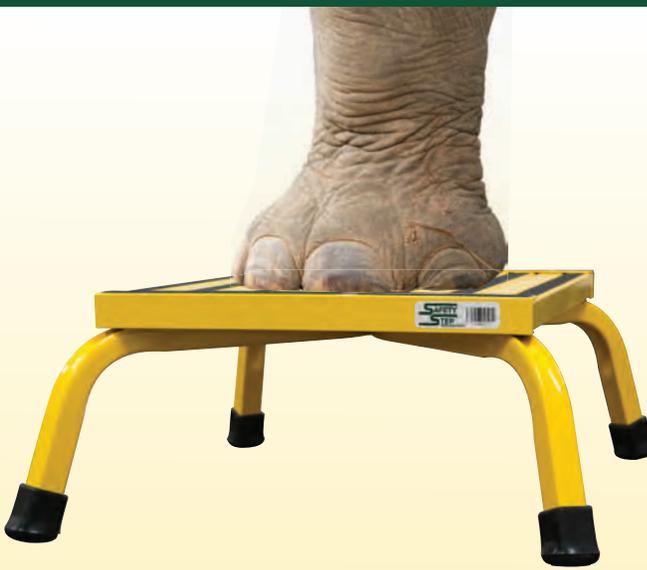




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BUSLINE BUYERS GUIDE TO

HVAC SYSTEMS

Listed on the following pages is Busline Magazine's Annual Buyers Guide to companies that supply industry-related heating and air conditioning systems.

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SUTRAK Corporation • 6897 E 49th Ave, Commerce City, CO 80022 • 303-287-2700 (Main) • www.sutrakusa.com • info@sutrakusa.com

ACC Climate Control, a Valeo brand

22150 Challenger Dr.
Elkhart, IN 46514 USA
574-264-2190

Email: megan.fuson@valeo.com

Website: www.acclimatecontrol.com

Company Officers: Casey Cummings, CEO; Mitch Comfort, North American Sales Manager; Darryl Washington, Inside Sales Manager

Products: ACC Climate Control, a Valeo brand, unites the expertise of three companies —Valeo, Spheros, and ACC; developing and manufacturing air conditioners, water pumps, roof hatches and heating systems. Also involved in the bus air conditioning installation market with three company-owned facilities. Stringent requirements for quality, reliability, service and support are provided. 17

American Cooling Technology, Inc.

See Ad Below
715 Willow Springs Ln.

York, PA 17406 USA
717-767-2775

Email: acsolutions@actusa.us.com

Website: www.actusa.us.com

Products: American Cooling Technology, Inc. (A.C.T.) designs and manufactures a complete line of advanced bus air conditioning systems for all sizes and makes of buses, including both conventional and alternate fuel buses. Products include split type air conditioning systems as well as complete roof mount air condition systems for all buses. In addition, ACT offers specification preparation assistance, product testing, replacement air conditioning parts for most brands, and product training. 16

BITZER U.S., Inc.

See Ad On Page 47
4080 Enterprise Way
Flowery Branch, GA 30542 USA
770-503-9226
Email: sbauknecht@bitzerus.com



Bus HVAC Solutions

SYSTEMS • PARTS • SERVICE • TRAINING

ACT CR-2 Roof Mounted Condenser



- Lightweight, Rugged, Low Profile
- Attractive Durable TPO Cover
- Available in 12- and 24-volt Models
- Easy to Install and Service

ACT EV-2 In Wall Evaporator



- Enhanced Airflow
- Easy Installation and Filter Access
- Lightweight Aluminum Chassis
- Strong ABS Cover

ACT RTS-75 Rooftop A/C



- Lightweight Rugged Aluminum Frame
- Low Profile 6" Total Height
- Attractive UV Resistant TPO Cover
- Unequaled Heat Rejection



American Cooling Technology offers air conditioning and heating products for any size or type of bus.

www.actusa.us.com | Toll Free: 877.228.4247

Website: www.bitzerus.com

Company Officers: Natalie Van Dyke, Transport Sales Manager North America

Products: BITZER provides bus/coach air conditioning compressors. BITZER's product range covers all compressor technologies from reciprocating to scroll and screw compressors. BITZER bus air conditioning compressors are designed specifically to excel within the harsh environment of today's engine compartments. BITZER's bus air conditioning compressors offer high capacity to cool coaches, school buses and transit buses, including larger articulated and double-decker buses. 17

Espar Climate Systems/Eberspaecher

29101 Haggerty Rd.
Novi, MI 48377 USA
800-387-4800

Website: www.espar.com

Products: Espar Climate Control Systems include air condition and heating systems tailored to customer

needs. Both fuel-operated and PTC-electric heaters are available in a wide selection of BTU ratings. 15

Mobile Climate Control

3189 Farmtrail Rd.
York, PA 17406 USA
800-673-2431

Website: www.mcc-hvac.com

Products: Mobile Climate Control designs, manufactures, installs and services a complete system solution for buses: by providing maximum heating, ventilating, air conditioning and windshield defrosting/defogging for both conventional and hybrid vehicles. 12

ProAir, LLC

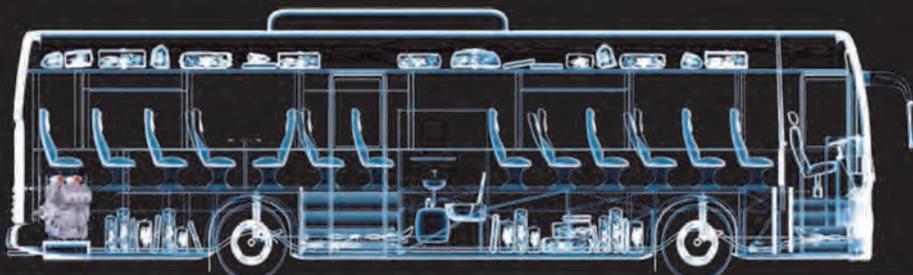
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2900 County Road 6 W
Elkhart, IN 46514 USA
800-338-8544

Email: info@proairllc.com

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BITZER U.S., Inc.

To learn more, visit www.bitzerus.com

Phone: 770-503-9226

Email: sales@bitzerus.com / mlish@bitzerus.com

Website: www.proairllc.com

Company Officers: Dennis Mitchell, President; Jeff Armstead, Vice President of Sales

Products: Manufacturer of air conditioning, heating and defrost systems for all types of buses and shuttle vehicles. The company specializes in climate control systems for driver and passenger areas, and also stocks a complete line of related parts. ProAir also has a warehouse and installation center located in Rancho Cucamonga, CA, to support the Western USA. 17

Proheat

3831 No. 6 Rd.
Richmond, BC V6V 1P6 CANADA
604-270-6899

Email: brian.curliss@proheat.com

Website: www.proheat.com

Products: Proheat manufactures heavy- and medium-duty, diesel-fired auxiliary coolant heaters to preheat engines and provide supplemental heat to keep windows clear, maintain passenger and driver comfort

and to help reduce engine emissions. The Proheat X30 heater utilizes O2 sensor controlled combustion to ensure clean burning and extended service intervals. 17

Rifled Air Conditioning, Inc.

2810 Earlham Pl.
High Point, NC 27263 USA
336-434-1000

Website: www.rifledair.com

Products: Manufacturer and installer of climate control systems specifically designed to meet the demands of the medium duty bus market. Specializing in school bus and shuttle bus markets. 12

SMI

1975 Joe B. Jackson Pkwy.
Murfreesboro, TN 37127 USA
615-867-8515

Website: www.smiglobal.net

Products: Pretoria interior lighting/ducting, LED strip

NEW Something *BIG* in a Small Package



RT6595. Designed for use in Mercedes Sprinter > Ford Transit > Dodge Promaster. Manufactured with a long life 3-speed motor, teamed with the TM16 or 21 compressor to maximize performance. (Available as an



A/C only or Heat/ Cool unit). **Applicable for limos, shuttle buses, shuttle vans, delivery work trucks, handicap and specialty vehicles.**

PROAIR

2900 County Road 6 W Elkhart, IN 46514 USA 800.338.8544 (Toll Free) proairllc.com

lights, Transpec roof hatches and energy absorbing bumpers. 14

Sutrak Corporation

See Ad On Page 45

6897 E. 49th Ave.

Commerce City, CO 80022 USA

303-287-2700

Website: www.sutrakusa.com

Products: ISO 9001 certified. Heating, ventilating and air conditioning systems for light rail vehicles and people movers and buses including school buses. 10

Thermo King Corporation

See Ad Below

314 W. 90th St.

Minneapolis, MN 55420 USA

952-887-2200

Website: www.thermoking.com

Company Officers: Ray Pittard, President; Dane Taival, Vice President and General Manager

Products: Thermo King, a HVAC supplier to the North American transit market, has been providing HVAC solutions for buses since 1956. Thermo King offers a complete line of products including new “Green Technologies” that help protect the environment while adding value to customers. 17

Trans/Air Manufacturing

480 E. Locust St.

Dallastown, PA 17313 USA

717-246-2627

Email: jsterner@transairmfg.com

Website: www.transairmfg.com

Products: Trans/Air Manufacturing is an ISO 9001 registered firm, manufacturing a full line of climate control systems for the school, commercial, and electric/hybrid vehicle markets. Units, parts, service, training, warranty, and new or aftermarket installations are available through factory-owned operations or a network of distributors throughout North America. 17

TAKE CHARGE OF YOUR OPERATING COSTS WITH THE THERMO KING SCREW COMPRESSOR!

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GREATER EFFICIENCY MEANS MORE CAPACITY WITH LESS HORSEPOWER AND LESS FUEL USED

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For more information or to apply for a field test trial, call 952-887-2241.



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TURTLE TOP



Odyssey XLT

The Odyssey XLT shuttle bus and motorcoach series provides up to 51 passengers with an outstanding travel experience. Built on the Freightliner FM2 chassis, Turtle Top gives added focus toward road stability, passenger comfort, vehicle dependability, quality, and safety.

Customized travel amenities and increased passenger and storage capacity are available for churches, colleges, city and county transportation authorities, assisted living services, cross-country touring companies, excursion companies and many more transportation opportunities.

Turtle Top
67819 State Road 15
New Paris, IN 46553
800-296-2105
Email: matts@turtletop.com
Website: www.turtletop.com

ODYSSEY XLT FEATURES

- Aerodynamic automotive styling
 - Clear view windows
- Up to 51 passenger capacity - CDL required
- Wide interior with double row luxury seating
- Flexible floor plans including wheelchair capacity
 - Meets and exceeds FMVSS regulations
 - Qualifies for "Buy America"
- Steel roll cage with full perimeter steel floor
 - Body and air conditioning warranty

TURTLE TOP



Odyssey XL

The Odyssey XL shuttle bus and motorcoach series extends Turtle Top's most popular shuttle to provide up to 37 passengers with a great ride. These are available on the Ford F550, F650, F750 and Freightliner chassis and provide road stability, passenger comfort, dependability, quality, and safety.

Selecting the Odyssey XL increases passenger capacity for churches, colleges, city and county transportation authorities, assisted living services, cross-country touring companies, excursion companies and many more transportation opportunities.

Turtle Top
67819 State Road 15
New Paris, IN 46553
800-296-2105
Email: matts@turtletop.com
Website: www.turtletop.com

ODYSSEY XL FEATURES

- Aerodynamic automotive styling
 - Clear view windows
- Up to 37 passenger capacity - CDL required
- Wide interior with double row luxury seating
- Flexible floor plans including wheelchair capability
 - Meets and exceeds FMVSS regulations
- Qualifies for Buy America and is Altoona tested
- Steel roll cage with full perimeter steel floor
 - Body and air conditioning warranty

TURTLE TOP



Odyssey

The Odyssey family of buses provides a first-class travel experience for up to 25 passengers on the Chevrolet and Ford chassis. With innovation, styling, and quality, the Odyssey shuttle bus is the best choice for church, day care, airport shuttle, assisted living, college, sports team and mobile business... just to name a few.

Turtle Top
67819 State Road 15
New Paris, IN 46553
800-296-2105
Email: matts@turtletop.com
www.turtletop.com

ODYSSEY FEATURES

- High quality Ford E-450 or Chevrolet G-4500 chassis
 - Aerodynamic automotive styling
 - Clear view windows
 - Up to 24 passenger capacity*
 - Low, wide, enclosed entrance
- Flexible floor plans including wheelchair capability
 - Meets and exceeds FMVSS regulations
- Qualifies for Buy America and is Altoona tested
- Steel roll cage with full perimeter steel floor
 - Body and A/C warranty second to none

*CDL required

TURTLE TOP



Terra Transit

The Terra Transit shuttle bus is an economical complement to Turtle Top's mid-size fleet. This abridged version of the Odyssey also offers seating for up to 25 passengers, and maintains the same safety standards that is known at Turtle Top. Riders find it easy to enter and exit with ample headroom and aisle passage.

With a variety of floor plans, users can meet their needs for storage, seating preferences, and wheelchair accessibility. A full roll cage, quality construction, and 2-year warranty make this an affordable and practical choice for safe, dependable transportation.

Turtle Top
67819 State Road 15
New Paris, IN 46553
800-296-2105
Email: matts@turtletop.com
Website: www.turtletop.com

TERRA TRANSIT FEATURES

- Up to 25 passenger capacity - CDL required
 - Low, wide enclosed entrance
- Flexible floor plans including wheelchair capability
 - Meets and exceeds FMVSS regulations
- Qualifies for "Buy America" and is Altoona tested
- Steel roll cage with full perimeter steel floor
 - Body and air conditioning warranty

TURTLE TOP



Van Terra

The Van Terra shuttle bus showcases both strength and versatility. All types of passengers, including senior living agencies, find it easy to enter and exit with ample headroom and aisle passage. It is a great alternative to the standard 15-passenger van.

The Van Terra maneuvers like a van but has the stability of a dual rear wheel bus. Extended rear wheel stance with a full roll cage, quality construction, and sleek styling make this an affordable and practical choice for safe dependable transportation.

Turtle Top
67819 State Road 15
New Paris, IN 46553

800-296-2105

Email: matts@turtletop.com

Website: www.turtletop.com

VAN TERRA FEATURES

- 15-18 passenger alternative*
- Low, wide enclosed entrance
- Wide aisle with interior headroom
- Wide wheelbase stance for road stability
- Flexible floor plans, including wheelchair capability
 - Meets and exceeds FMVSS regulations
 - Altoona tested
- Steel roll cage with school bus roll-over crush test
 - CDL license not required in most states**
 - The most storage in its class

*Some floorplans include wheelchair/luggage areas that reduce the number of seats. 18 seats is the maximum possible occupancy in this class.

**15 and under do not require CDL in most states. 16 passenger and above do require CDL.

TURTLE TOP



VT3

The new VT3, a third generation Van Terra, represents the state-of-the-art future for all the shuttle bus industry. The Turtle Top VT3 is constructed on Ford's new transit cutaway with gas or diesel options for its power train. Lightweight materials such as 6360 aluminum (aircraft grade) are used exclusively for the cage structure, which provide superior strength. They also conserve enough weight necessary to remain under 10,350 GVWR for the chassis. This patented, extruded cage structure sets the standard for the future designs of Turtle Top products.

The aerodynamic exterior and comfortable interior has also been redesigned featuring great driving visibility and sophisticated automotive styling. Passenger counts from 1 to 17 can be accomplished within weight requirements. This all translates to a lighter weight vehicle with improved fuel economy that is a pleasure to drive down the road.

Turtle Top
67819 State Road 15, New Paris, IN 46553 • 800-296-2105
• Email: matts@turtletop.com • Website: www.turtletop.com

VT3 FEATURES

- Ford Transit S8P cutaway chassis
 - Up to 17 passengers *
- Patented, aircraft grade aluminum roll-cage structure for superior strength
 - Aerodynamic exterior with sophisticated, automotive styling
 - Under-body lighting at entry locations
- Retractable 9-inch ground-to-first-step height with wide entrance
 - Ultra-quiet insulation package
 - Exceptional visibility and handling for driver
- Upper, scenic passenger windshield and generous side windows standard
 - Sleek interior with accent trim and optional dim-able lighting
 - Wide aisle with interior headroom
 - 10,350 GVWR
 - CDL license not required in most states **

* Some floorplans include luggage areas that reduce the number of seats. The maximum possible occupancy in this class is 17 seats.

** Vehicles with 15 occupants or less do not require CDL in most states. Those with 16 or more do require a CDL.

TURTLE TOP



Command Unit

Having a plan for emergencies is the best way to stay ahead of any crisis. With on-board treatment instruments, squad areas, conference rooms, communication centers - even a galley - Turtle Top offers a full range of custom-built mobile emergency and command vehicles that offer versatility and maneuverability.

Turtle Top
 67819 State Road 15
 New Paris, IN 46553
 800-296-2105
 Email: matts@turtletop.com
www.turtletop.com

COMMAND UNIT FEATURES

- Many custom floor plans
 - Multiple entrances
 - Completely enclosed step-wells
- Custom built cabinetry through out
- Attractive interior upholstery, flooring and cabinetry
 - Tinted windows
 - Generator power option
 - Integrated audio/video systems
 - SMART Screen presentation
- Exterior audio/video and work stations
 - Surveillance camera systems
 - Sirens
 - Awnings
- Restroom, galley, and work space options

TURTLE TOP



Prisoner Transport Vehicle (PTV)

Whether moving four prisoners, or 44, Turtle Top has a full range of safe, secure vehicles complete with seating, isolation cells and even guard offices - all built onto a rugged, highly maneuverable chassis.

Turtle Top
 67819 State Road 15
 New Paris, IN 46553
 800-296-2105
 Email: matts@turtletop.com
www.turtletop.com

PTV FEATURES

- 15 to 50 prisoner capacity
- Curved aerodynamic automotive styling available on all chassis
 - Completely enclosed step-wells are standard
- Aluminum Diamond Plate rear bumper for ease of entry for shackled prisoners
- Rubber flooring, can be covered up to wall to facilitate clean out
 - Separate, secured guard areas
- Prisoner security packages - 9 ga. expanded metal components
 - Fiberglass Citi-Seats for prisoner seating
 - Guard weapon storage
 - 31 percent light transmission windows
 - Integrated audio/video systems
- Surveillance camera systems, including back-up camera
 - Power points for emergency radios
- Ground plane and antenna mounting rails
 - Various emergency lighting systems
 - Sirens
 - Restrooms available

MICRO BIRD COMMERCIAL



CT-Series

Offered in gas or diesel, recent tests demonstrate an impressive day-to-day fuel economy of up to 38 percent compared to other shuttle bus chassis. The transit chassis also offers an encased capless fuel filter and an improved engine compartment layout, in both 3.2 diesel and 3.7 gas litre engines, that are proven worldwide.

In addition to many of the Micro Bird body benefits such as the reinforced structure and the superior insulation, the CT-Series wide center aisle creates more room for passengers enhancing the comfort. The design offers optimised driver ergonomics, and the overall look of this new vehicle is contemporary and stylish.

Micro Bird Commercial
3000 Girardin Street
Drummondville, Quebec J2E 0A1
855-628-MBUS (6287)
Fax: (819)475-9633
Email: commercial@microbird.com
www.mbcbus.com
Sales Contact Person: James Mansell

ModelCT-Series
 Seating CapacityUp to 17 passengers
 Length273"
 Width86"
 Height106"
 Engine3.7L V6 or 3.2L I5 Diesel
 Transmission6 speed AOD w/Selectshift
 ChassisFord Transit T350
 Air ConditioningUp to 55K BTU
 SteeringTilt-Standard
 SuspensionLeaf Spring
 Wheelbase156"

MICRO BIRD COMMERCIAL



CTS-Series

Micro Bird Commercial designs and manufactures a complete line of commercial buses built with superior durability. The CTS-Series delivers exceptional safety and stability, making this bus an excellent choice for special needs applications.

This bus is ready to be equipped with a variety of options to suit the needs of any passenger, disabled or not. The CTS-Series (CT-Series) offers a new design, with more visibility and a more comfortable driver's area, with easy access to controls.

Micro Bird Commercial
3000 Girardin Street
Drummondville, Quebec J2E 0A1
855-628-MBUS (6287)
Fax: (819)475-9633
Email: commercial@microbird.com
www.mbcbus.com
Sales Contact Person: James Mansell

ModelCTS-Series
 Seating CapacityUp to 11 passengers
 Length273"
 Width86"
 Height106"
 Engine3.7L V6 or 3.2L I5 Diesel
 Transmission6 speed AOD w/Selectshift
 ChassisFord Transit T350
 Air ConditioningUp to 55K BTU
 Wheelchair liftStandard
 SteeringTilt-Standard
 SuspensionLeaf Spring
 Wheelbase156"

MICRO BIRD COMMERCIAL



D-Series

The D-Series is a dual-rear wheel bus, made of six longitudinal structural beams, combined with one-piece galvanized steel roof bows that enhance safety and rollover protection. This mid-size bus can be built to accommodate various types of configurations, seating up to 28 passengers (Ford chassis).

Micro Bird buses are purpose built for tours, assisted living, public transit, shuttle markets and many more. Several options such as luxury seats, extra wide rearview window, flat screen TV, and panoramic windows, are offered to enhance a rider's experience. A propane system is also available.

Micro Bird Commercial
 3000 Girardin Street
 Drummondville, Quebec J2E 0A1
 855-628-MBUS (6287)
 Fax: (819)475-9633
 Email: commercial@microbird.com
www.mbcbus.com
 Sales Contact Person: James Mansell

Model.....D-Series
 Seating Capacity.....Up to 28 passengers
 Length.....From 257" to 346"
 Width.....96"
 Height.....111" or 113"
 Engine.....Ford 6.8L gas or GM 6.0L gas
 Transmission.....6-Speed AOD
 Chassis.....Ford E350 & E450 or GM 3500 & 4500
 Air Conditioning.....Up to 82K BTU
 Steering.....Tilt-Standard
 Suspension.....Leaf Spring - Mor/Ryde or Air
 Wheelbase.....From 138" to 216"

MICRO BIRD COMMERCIAL



DS-Series

The DS-Series, a dual rear wheel special needs vehicle, delivers superior safety and a smoother ride because of the energy absorbing blocks that absorb the road vibration. Micro Bird's recessed wheelchair tracks, Slide N'Click or floor pocket anchorages, offer safe and secure transportation for special needs passengers.

The double-leaf wheelchair doors offer protection on both sides of the lift, thus adding to passenger safety, while offering superior weather seal and door strength.

Micro Bird Commercial
 3000 Girardin Street
 Drummondville, Quebec J2E 0A1
 855-628-MBUS (6287)
 Fax: (819)475-9633
 Email: commercial@microbird.com
www.mbcbus.com
 Sales Contact Person: James Mansell

Model.....DS-Series
 Seating Capacity.....Up to 22 passengers
 Length.....From 283" to 315"
 Width.....96"
 Height.....118"
 Engine.....Ford 6.8L gas or GM 6.0L gas
 Transmission.....6-Speed AOD
 Chassis.....Ford E350 & E450 or GM 3500 & 4500
 Air Conditioning.....Up to 82K BTU
 Wheelchair Lift.....Standard
 Steering.....Tilt-Standard
 Suspension.....Leaf Spring - Mor/Ryde or Air
 Wheelbase.....From 158" to 177"

REV GROUP



Champion Bus

The Champion LF Transport offers equal access, comfort, and dignity for all passengers in a vehicle everyone can appreciate. Passengers and operators alike will be pleased with the spacious interior cabin, smooth vehicle ride, and panoramic views seen through the large windows. A uniformly-sloped Equalizer Ramp™ and a variety of kneeling options are the essence of accessibility.

Other features include:

- Three different suspension options to choose from –non-kneeling OEM spring, Squat™Hydraulic Kneeling, and FlexBus™ Electronic Kneeling;
- Industry's only bus manufacturer that is Ford QVM certified to build low-floor models on the E and F Series cutaway chassis; available in gas, diesel or 91G OEM hardened-engine package for alternative fuels while retaining the OEM engine warranties;
- First-ever transit front cap with large panoramic forward observation windows for enhanced aesthetics and passenger views, while still adhering to FMVSS 220 rollover testing standards; and,
- Maintaining the integrity of the driveline, the LF Transport upholds Ford's rigorous QVM standards, allowing the OEM warranties to be honored at local Ford service centers. Technology drives accessibility.

REV Bus-Imlay City

331 Graham Rd., Imlay City, MI 48444
 800-776-4943/810-724-6474 • Fax: 810-724-1844
 Email: sales@championbus.com
 www.championbus.com

Model.....	LF Transport™
Seating Capacity	Up to 27 passengers
Length.....	24'-29'
Width	96"-102"
Height	110"-117"
Engine.....	6.8L Gas, 6.7L Diesel, 91G CNG (Ford), 6.6L Gas, 6.6L Diesel (GM)
Transmission	5 or 6-speed automatic
Chassis.....	Ford E-450, Ford F-550, GM 4500
Air Conditioning.....	Customer preference
Wheelchair Lift.....	Equalizer Ramp™
Steering.....	OEM
Suspension	Electronic Air Ride
Wheelbase	186", 189", 195", 208", 240"

REV GROUP



Goshen Coach

Deigned with style, a spacious interior, flat exterior walls and a stylized front cap, Goshen Coach offers the Impulse as a comfortable and spacious choice with a fuel-efficient weight rating. This model has been styled inside and out, with a streamlined design and superior aerodynamics. If you're ready for an impressive vehicle while maintaining an economic advantage, the Impulse is for you.

Features include:

- Designed to be lightweight without sacrificing safety, quality, or ride performance;
- Offered in 20 foot-27 foot models to accommodate non-CLD to large scale transit and retail needs;
- From modular wiring systems, and easy-to-clean finishes to antimicrobial fabrics, Goshen Coach strives to find every possible way to ease the maintenance workload;
- Goshen's ISO9000 quality program ensures 300 components are cycle and function tested before bus is shipped; and,
- Exceeds FMVSS220, FMVSS214, and 7 year/200,000 mile Altoona durability requirements and more. Designed for dependability.

REV Bus-Salina

1655 Wall St., Salina, KS 67401
 800-850-1287 • Fax: 785-823-9471
 Email: sales@eldorado-bus.com
 www.goshencoach.com

Model.....	Impulse
Seating Capacity	Up to 29 passengers
Length	Up to 328"
Width (Exterior).....	96"
Height (Exterior).....	115"
Engine.....	Gas
Transmission.....	6-speed automatic
Chassis.....	Ford or Chevy
Air Conditioning.....	OEM Dash
Wheelchair Lift.....	Available as an option
Steering.....	Power
Suspension.....	Heavy-duty suspension available as option
Wheelbase	138"-208"

REV GROUP



Krystal

The Krystal KLX40, built on the FCCC S2C chassis, has been designed for the ultimate rider experience in comfort and luxury. The 300 HP Cummins ISB engine and Allison 2500 transmission will power the bus in any terrain, and air brakes make stops smooth and safe with easy maintenance.

The industry-leading three-quarter-length glass sliding electric door provides increased visibility and safety for the driver and passengers. Elegant, lavish and astute; today's Krystal keeps operators content and comfortable wherever the road may take them. Luxury for the driven.

REV Bus-Imlay City
 331 Graham Rd.
 Imlay City, MI 48444
 800-776-4943/810-724-6474
 Fax: 810-724-1844
 Email: sales@championbus.com
www.krystalbus.com

Model.....	Krystal KLX40
Seating Capacity.....	Up to 44
Length.....	40'
Width.....	102"
Height.....	138"
Engine.....	Cummins ISB 300 HP
Transmission.....	Allison 2500
Chassis.....	Freightliner S2C
Air Conditioning.....	ACC Climate Control
Steering.....	Power
Brakes.....	Air
Wheelbase.....	300"

REV GROUP



Federal Coach

The Spirit model by Federal Coach is excellent for transporting corporate executives and larger groups who demand high-end transport at an affordable cost. By being a leader in luxury coach innovative conversions, Federal Coach can transform a bus into a corporate-style executive coach or luxury limousine.

Options like flat-screen LCD TVs, high-end seating, special LED lighting packages and black-out windows, as well as fixed and removable wood tables and bars, make this unit special for any application.

REV Bus-Imlay City
 331 Graham Rd.
 Imlay City, MI 48444
 800-776-4943
 Fax: 810-724-1844
 Email: sales@championbus.com
www.federalcoachbus.com

Model.....	Spirit
Seating Capacity.....	Up to 27
Length.....	23', 27'
Width.....	96"
Height.....	110"
Engine.....	6.8L V10
Transmission.....	6.8L - 6-speed automatic
Chassis.....	Ford E-450
Air Conditioning.....	Up to 127,000 BTU
Steering.....	Power (OEM)
Suspension.....	OEM or MORryde
Wheelbase.....	158", 202", 208"

REV GROUP



EIDorado

With over 30 years of experience, EIDorado can build the ideal cutaway bus to suit any needs while delivering safety, comfort and dependability. When purchasing any EIDorado model from an authorized dealer, customers also get three decades of organizational experience and expertise.

A member of the EIDorado "Aero" product line, the Aerotech has a reputation for dependability and long lasting service. The Aerotech's rustproof composite fiberglass body produces a clean, modern look that holds up through time and the toughest of environments.

The Aerotech is Altoona tested for 7 years/200,000 miles, and is the only vehicle in its class to be crash tested in an automotive testing facility. The EIDorado Aerotech's steel reinforced fiberglass composite body is highly resistant to impact, rust, and corrosion, and fiberglass body panels provide passengers with a quiet interior.

The Aerotech is manufactured in an ISO 9001:2008-certified commercial vehicle manufacturing facility to offer best overall value and legendary reliability.

REV Bus-Salina

1655 Wall St.

Salina, KS 67401

800-850-1287

Fax: 785-823-9471

Email: sales@eldorado-bus.com

www.eldorado-bus.com

Model	Aerotech
Seating Capacity	Up to 29
Length	Up to 301"
Width	96"
Height	115"
Engine	Ford 6.8L or 6.2L V8 Gas, Chevy 6.0L V8 Gas
Transmission	6-speed automatic
Chassis	E450 or Chevy 4500
Air Conditioning	ACT Climate Control
Wheelchair Lift	Braun or Ricon
Steering	Power
Suspension	OEM, Heavy-duty suspension available as option
Wheelbase	138"-182"

REV GROUP



ENC

The E-Z Rider II is the gold standard in mid-size, heavy-duty low-floor bus design. A stylized swept windshield increases driver visibility, decreases glare during night operation and reduces wind noise. ADA-compliant wheelchair ramps at front, center or both doors provide complete paratransit access for up to four wheelchair passengers. An optional center door ramp can accommodate large electric scooters.

With a wide range of options to choose from, the E-Z Rider II can be custom built to meet specific needs and separate a fleet from the ordinary. A 35-foot length model seats up to 41 passengers, equal to the capacity of competing 40-foot length models.

The E-Z Rider II is FTA Altoona tested, and built on a sturdy single-piece, high-strength steel monocoque body structure to ensure safe and reliable long-term service in the harshest environments. With hundreds of available seating configurations and dozens of optional interior/exterior features to choose from, any design request can be accommodated to provide an aesthetically pleasing and quality bus built for customer specific needs.

ENC

9670 Galena St., Riverside, CA 92509

909-591-9557

Fax: 909-591-5285

Email: info@eldorado-ca.com

www.eldorado-ca.com

Model	E-Z Rider II
Seating Capacity	Up to 41
Length	30'7", 31'3", 35'7"
Width	102"
Height	Diesel 126", CNG 136"
Engine	Cummins
Transmission	Allison - B300R, Allison - B400R, Voith, ZF
Chassis	EIDorado National
Air Conditioning	Roof or rear mounted, plus dash mounted driver's HVAC
Wheelchair Ramp	Lift-U, Ricon or Braun
Steering	Power
Suspension	Air suspension front and rear
Wheelbase	160", 168", 220"

REV GROUP



EIDorado Mobility

The EIDorado Mobility Amerivan PT is the REV Group's wheelchair accessible mini-van offering. Boasting full ADA-compliance, durability, and cost efficiency, the Amerivan PT is an ideal alternative to larger vans. All Amerivan designs have passed applicable FMVSS/CMVSS crash testing requirements, are Altoona tested and Federal Transit Administration approved for all Buy America applications.

The Amerivan PT delivers unmatched safety, maximum flexibility, ease of operation and is the best value for the money. Made specifically for the transit market, the Amerivan PT is equipped with 60 inches of interior height at mid and front cabin. The sturdy ADA 31-inch manual foldout ramp has an easy-to-use swing-out gate feature, standard for quick and clear access for all passengers. An optional swing-in or fixed ramp makes the Amerivan PT the ideal choice for the transit market.

The Amerivan PT represents best-in-class construction in a premium quality lowered-floor minivan for light transit use. All Amerivans have been Altoona tested for 4 years/100,000 miles for proven dependability. Stainless steel floors and door extensions offer maximum protection from rust and corrosion. Every aspect of the EIDorado Mobility vans have undergone rigid testing for safety and performance, and meets or exceeds all applicable U.S. and Canadian standards.

EIDorado Mobility

401 Capacity Dr., Longview, TX 75604

866-392-6300 • Fax: 785-493-2037

Email: mobilitysales@eldoradomobility.com

www.eldoradomobility.com

Model.....	EIDorado Mobility Amerivan PT
Platform.....	2017 Dodge Grand Caravan
Seating Capacity.....	6
Length.....	202.8"
Width.....	78.7"
Height.....	73.75"
Engine.....	3.6L V6 24-valve VVT engine
Transmission.....	6-speed automatic 62TE
Fuel Options.....	Gas
Chassis.....	Dodge Grand Caravan
Air Conditioning.....	Standard
Wheelchair Option.....	Ramp
Steering.....	Electronic power steering
Suspension.....	Solid axle
Wheelbase.....	121.2"

REV GROUP



Collins Bus

Built on the most impressive drive train available, the Collins Transport gives operators greater efficiency with less fuel. The narrow body of the bus maneuvers easily, even on the tightest roads. Superior front-end visibility improves safety for drivers and up to 18 passengers. Covered by the best warranty in the business, other features include:

- Narrow-body design that offers easy vehicle maneuverability;
- Large view-out window reduces blind spots and enhances visibility;
- Innovative structural design provides unparalleled safety and features an exclusive one-piece tubular roof bow;
- Industry-leading external storage compartment;
- Altoona tested simulating seven years and 200,000 miles of wear; and,
- 5-year body warranty and limited paint warranty.

Collins Bus Corporation

415 W. 6th St.

South Hutchinson, KS 67505

620-662-9000

Fax: 620-662-3838

www.collinsbuscorp.com

Model.....	Collins Transport
Seating Capacity.....	Up to 18 or 12+2 wheelchair positions
Engine.....	3.7L Gas or 3.2L Diesel
Length.....	280"
Exterior Height.....	110"
GVWR.....	10,360 pounds

REV GROUP



World Trans

Precisely engineered to be lighter, stronger and safer; the World Trans E and G series meet different operator needs and expectations. The modular construction creates a quieter, durable, and more fuel efficient bus with less waste and in a fraction of the time – put together in a smart looking package.

The World Trans E and G series buses feature an exclusive modular construction; provide unparalleled flexibility, safety and style; have spacious interior with maximum window visibility to enhance the passenger experience; and high-strength galvanized steel flooring, roof and walls to provide superior durability and rust prevention. Seating capacity and fuel efficiency have been increased, helped by a strong lightweight structure. Fiberglass front and rear caps produce a clean, sleek and modern look, and both exceed FMVSS220, FMVSS214, and 7 year/200,000 mile Altoona durability requirements, allowing for driving intelligence.

REV Bus-Salina
1655 Wall St.

Salina, KS 67401

800-850-1287

Fax: 785-823-9471

Email: sales@eldorado-bus.com

www.worldtransbus.com

Model	World Trans E and G series
Seating Capacity	Up to 25
Length	Up to 320"
Width	88", 96"
Height	117", 122"
Engine	Ford 6.8L Gas, GM 6.0L Gas
Transmission	Ford 5-speed auto, GM 4-speed auto
Chassis	Ford E series, GM G series
Steering	Power
Suspension	OEM, upgrades available
Wheelbase	Up to 190"

ARBOC Specialty Vehicles



Spirit Of Independence Ford

The newest member of the ARBOC family, the Spirit of Independence is also available on the Ford Transit cutaway chassis. This vehicle is built with a 96-inch wide body and features dual rear wheels with rear wheel drive.

With a GVWR of 10,360 pounds, and an available passenger capacity of up to 15 ambulatory or 4 wheelchairs, the Ford Spirit of Independence is ideal for transit agencies that are looking for smaller low-floor buses.

Backed by the reliable Ford dealer network, the Ford Spirit of Independence touts convenience and ease of serviceability.

ARBOC Specialty Vehicles

51165 Greenfield Pkwy.,

Middlebury, IN 46540

574-825-1720

Website: www.ARBOCcsv.com

Model	Spirit of Independence - Ford
Seating Capacity	Up to 15 ambulatory or 4 wheelchairs
Length	23' 9"
Width	96"
Height	104"
Engine	3.7L Gas/3.2L Diesel
Type of Fuel	Gas or Diesel
Chassis	Ford Transit T350 Cutaway
Air Conditioning	Spheros by Valeo
Wheelchair Lift Option	Braun ramp
Suspension	OEM spring suspension

ARBOC Specialty Vehicles



Spirit Of Independence RAM ProMaster

The newest member of the ARBOC family, the Spirit of Independence is built on the RAM ProMaster cutaway chassis. This bus offers a low cost of ownership, while maintaining the safety and dependability that is expected from ARBOC.

The 96-inch wide body allows for easy maneuverability inside the vehicle, for both ambulatory and wheelchair passengers. With an available passenger capacity of up to 12 ambulatory or 3 wheelchairs, the Spirit of Independence is perfect for use as a hotel shuttle, airport parking shuttle, in non-emergency medical transport or in the assisted living market.

The RAM chassis features single rear wheels with front wheel drive. With a GVWR of 9,350 pounds, this bus requires 3 point seatbelts and features a smaller 21-foot body, which handles with ease. Occupants will appreciate the absence of steps or a ramp inside the vehicle and the superior headroom. For those customers who are looking for a smaller low-floor bus that is capable of standing the test of time, the ARBOC Spirit of Independence is the answer.

ARBOC Specialty Vehicles
 51165 Greenfield Pkwy.,
 Middlebury, IN 46540
 574-825-1720
 Website: www.ARBOCsv.com

Model	Spirit of Independence RAM ProMaster
Seating Capacity	Up to 12 ambulatory or 3 wheelchairs
Length	21' 8"
Width	96"
Height	103"
Engine	3.6L Gas/3.0L Diesel
Type of Fuel	Gas or Diesel
Chassis	RAM ProMaster 3500 Cutaway
Air Conditioning	Spheros by Valeo
Wheelchair Lift Option	Braun ramp
Suspension	OEM spring suspension

ARBOC Specialty Vehicles



Spirit Of Mobility

The ARBOC Spirit of Mobility is built on a conventional GM cutaway with all passengers entering through the same 39-inch wide door opening. The interior offers theatre seating for better viewing of all riders.

The Spirit of Mobility low-floor bus offers a full air-ride suspension with a beneficial kneeling feature, allowing for an entrance of less than 5-inches from the curb without deploying the ramp.

The Spirit of Mobility provides a single, non-discriminatory angled and accessible entranceway. Riders of all abilities no longer need to contend with steps in the most accessible cutaway bus in the industry today. Now every passenger, including wheelchair riders and those in power scooters, can experience what true random access really means.

ARBOC Specialty Vehicles
 51165 Greenfield Pkwy.,
 Middlebury, IN 46540
 574-825-1720
 Website: www.ARBOCsv.com

Model	Spirit of Mobility
Seating Capacity	Up to 23
Length	24', 26', 28'
Width	96"
Height	110"
Engine	6.0L Gas
Type of Fuel	Gas or CNG
Chassis	GM4500
Air Conditioning	Spheros by Valeo, Trans/Air, Thermo King or ACT
Wheelchair Lift Option	Braun ramp
Suspension	4-corner air suspension

ARBOC Specialty Vehicles



Spirit Of Freedom

The Spirit of Freedom, built on the GM4500 cutaway chassis, utilizes only General Motors' standard suspension to create a low-floor, ADA compliant bus capable of a 1:5 ramp angle; all with an exceptional ultra-low price point.

With a spacious 42-inch entry opening and low step height, this is an ideal bus for airport, hotel, and resort shuttles as well as transit agencies.

Utilizing the GM suspension has the added benefit of impressively driving down maintenance costs over the life cycle, making it comparable to any standard floor cutaway. The Spirit of Freedom continues to aggressively enter new markets for today and beyond.

ARBOC Specialty Vehicles
 51165 Greenfield Pkwy.,
 Middlebury, IN 46540
 574-825-1720
 Website: www.ARBOSV.com

Model.....	Spirit of Freedom
Seating Capacity.....	Up to 23
Length.....	24', 26', 28'
Width.....	96"
Height.....	115"
Engine.....	6.0L Gas
Type of Fuel.....	Gas, CNG
Chassis.....	GM4500
Air Conditioning.....	Spheros by Valeo, Trans/Air, Thermo King or ACT
Wheelchair Lift Option.....	Braun ramp
Suspension.....	OEM spring suspension

ARBOC Specialty Vehicles



Spirit Of Liberty

The ARBOC Spirit of Liberty is a low-floor, medium-duty 30- to 35-foot rear engine shuttle bus. The Liberty features an open floorplan with no steps throughout the passenger area. Standard wheelchair zones are a spacious 54 x 30 inches. Passengers enter on a 34-inch wide, 1:8 ramp (rated at 1,000 pounds) to a 37-inch pass-through between front wheelhouses.

The Liberty incorporates lightweight technologies and proven ARBOC construction, resulting in best-in-class curb weight of 19,500 pounds. With a GVW of 25,990 pounds, the Liberty has the capacity to carry up to 37 passengers plus standees. Power is supplied by a 6.7 liter Cummins ISB diesel engine, coupled to an Allison B220 six-speed transmission on a proprietary chassis supplied by Freightliner Custom Chassis Corporation.

ARBOC Specialty Vehicles
 51165 Greenfield Pkwy.,
 Middlebury, IN 46540
 574-825-1720
 Website: www.ARBOSV.com

Model.....	Spirit of Liberty
Seating Capacity.....	Up to 37
Length.....	30', 35'
Width.....	100"
Height.....	120"
Engine.....	Cummins ISB 6.7L Diesel
Type of Fuel.....	Diesel
Chassis.....	Freightliner XBA
Air Conditioning.....	Spheros by Valeo, Thermo King
Wheelchair Lift Option.....	Braun ramp
Suspension.....	4-corner air suspension

Paratransit/Shuttle Buses

TRANSITWORKS



Ford Transit Small Bus

The Ford Transit Small Bus from TransitWorks gives a traditional bus door walk-in entry which saves money on upfit and fuel economy over traditional cutaways.

Benefits include: Built on the Ford Transit 350 with 144-inch long wheel-base and extended body; 3.7L V6 engine with 275HP; 38-inch wide doorway with built-in steps that are perfect for shuttle or transporter use; 84-inch high door opening that offers maximum clearance and more room for entry and exit; bus door features remote for quick and easy operation from the driver seat, or outside the vehicle to allow driver to better assist passengers entering and exiting the vehicle; seats up to 15 passengers, including driver; rear lift available for wheelchair transport; can hold up to four wheelchairs; and, exclusive SmartFloor flexible flooring system that allows moving and removing of seats to bring over 1,000 seating layout options.

TransitWorks

4199 Kinross Lakes Parkway
Richfield, OH 44286
330-861-1118

Email: biz@transit-works.com
www.transit-works.com

Model.....Ford Transit Small Bus
Seating Capacity.....15 passengers including driver
Length.....264"
Width.....81.5" (97.5" including side mirrors)
Height.....108"
Engine.....Ford 3.7L V6
Type of Fuel.....Gas
Chassis.....Ford Transit 350HD
Air Conditioning.....Factory
Wheelchair Lift Option.....Rear

From J&J Chemical

Innovations In Motorcoach Sanitation

"For over 50 years, J&J Chemical has established a proud history of delivering savings and reliability in the motorcoach sanitation industry with innovation and research & development," said J&J Chemical representatives.

J&J described its focus as being centered on:

■ **Innovation** — The vision at J&J is to be a global leader in waste treatment technologies. Innovations are the basis for successfully turning this vision into reality. They assure J&J's future viability and capacity to adjust proactively in a world where change is constant;

■ **Research and Development** — The company utilizes all the worldwide resources of R&D information available in order to secure the success of the company going forward. Company representatives utilize both internal and external expertise for the purpose of strengthening and extending the J&J product line; and,

■ **Product Offerings** — The company's product offerings include deodorizers for bus lavatory toilets, coach washes, degreasers, and fragrance enhancers.



Call 1-800-345-3303 or email brooks@jjchem.com for more information.



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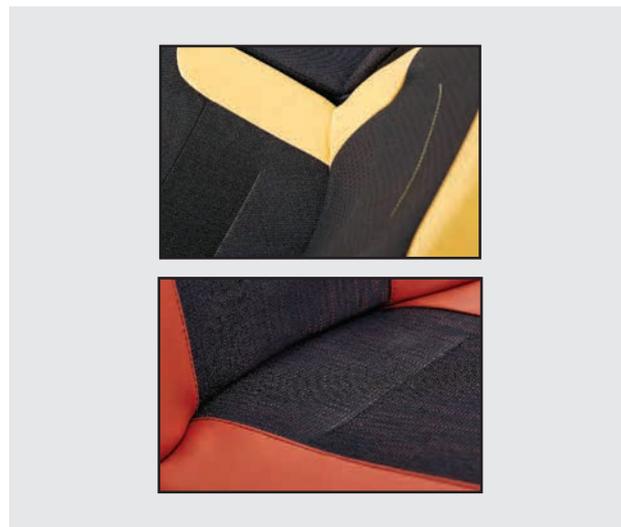
Please call ahead!

From Camira: **Vision Flat-Woven Fabrics**

“Vision, Camira’s new flat-woven fabric range for bus and coach seating, uses lightly textured surfaces, small pattern repeats and geometric based designs to form the structure of this fabric designed for motorcoach interiors.

“It is the latest collection of technical textiles from Camira which feature accent highlights of colored yarn inspired by transport mechanics,” said the company.

“Inspired by the intricate workings of mechanical components, Vision assembles color, pattern and texture to reflect the inner beauty for transport mechanics, translating these features into functional performance fabrics for mass passenger transportation.”



In a description of the fabrics, Camira said that the dark background color enhances the use of metallic highlights to create color effects under moving light. A combination of contrasting fiber types, polished and matte, create added interest and a tactile finish, according to Camira.

Ciara Crossan, design manager for Transport, said, “Our Vision fabric collection is offering something different to the motorcoach sector. The modern styling is elevated by a clever 3D effect achieved through the metallic accent yarns adding depth and dimension to the dark background base. The beauty of Vision fabric is its ease in coordinating with other materials. The accent colors can be emphasized with a matching vinyl, working well for the headrest, side panels or seat base. It allows bus and coach seats to have the flexibility to look attractive and well styled, but maintain the performance required for transport interiors.”

Camira said Vision is foam backed making standard upholstery easier, and the collection meets all international bus and coach flammability standards, including the U.S. standard FMVSS 302.

Coordinating trims for Vision are available for piping, headrests, wall side and ceiling finishes, and curtaining to provide flexible options for combination seats using more than one material type. Options include high performance vinyl, Vita, Camira’s leather range Classic, Lucia FR, Micro Trim, Premier Trim and Super Trim.

Visit www.camirafabrics.com for more information.

Specialty Vehicles Introduces Spirit Of America Trolley To Southern Florida

“The Spirit of America (SOA), a low floor trolley distributed exclusively by Specialty Vehicles, is complete and finished its maiden drive south, to the state of Florida. For two weeks, the trolley traveled the southern portion of the state visiting Miami, Ft. Lauderdale and Orlando,” according to Specialty Vehicles.



“The trolley was greatly received by many city officials and private companies who are interested in the low floor style, authentic aesthetics and medium duty transit capabilities.”

Nancy Munoz, Specialty Vehicles CEO, who traveled with the SOA during its debut said, “People were

most impressed with the two rooftop 100,000 BTU air conditioners, the ease of ramp operation and the kneeling capability.”

The Altoona-tested Spirit of America trolley is manufactured by ARBOC Specialty Vehicles in Middlebury, IN. The floor plan flexibility offers up to 37 passengers and 6 wheelchair positions. Featuring a single-level floor and no entry step, it is accessible for all passengers. The dedicated low-floor chassis is not modified during manufacturing, and comes with a full chassis warranty.

For more information on the Spirit of America Trolley or to schedule a demo at your location, contact Nancy Munoz at 702-330-5229 or nancy.munoz@specialtyvehicles.com.

Citilink: Continued From Page 27

“To help attract riders, we are looking into putting Wi-Fi on our buses and at the transfer station. We will continue to try to add technologies to help encourage more people to ride.”

One such technology Citilink is looking into is mobile ticketing. Kachmar had a chance to experience mobile ticketing as a passenger during a recent trip to Tampa, FL.

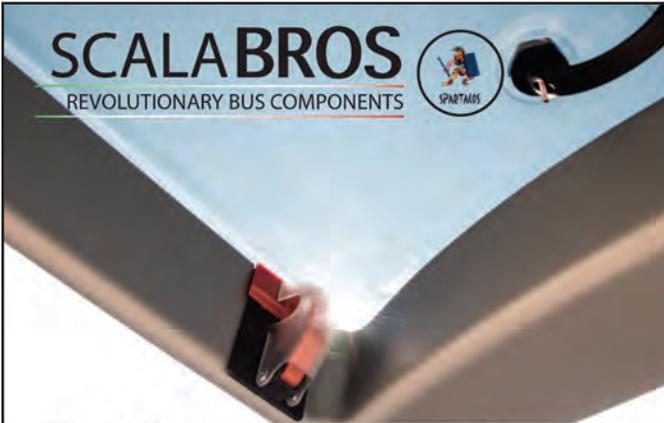
“I was in Tampa a couple of weeks ago and they have mobile ticketing, so it was good to practice with that a little bit as a customer,” Kachmar said. “Currently, people can purchase tickets on our website. We have that kind of electronic purchasing, but we still have to mail customers a physical ticket.”

“With mobile ticketing, a customer can order a ticket on his or her phone. The person will receive a photo of the ticket on the phone. The bus driver views the photo of the ticket and clicks the farebox indicating a mobile ticket has been received.”

Citilink is also in the beginning stages of updating its Transit Development Plan.

“We plan to hire an outside consultant to come in and take a good look at how we are doing things to see if there is something we are missing,” Kachmar said. “We want to find out how we can do things smarter and better to get more bang for our buck. To the extent that we can, we will continue to do more with less.”

Contact: Citilink,
801 Leesburg Road, Fort Wayne, IN 46808.
Phone: 260-432-4546.
Website: www.fwcitilink.com.



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AngelTrax Introduces Hi-Definition Vulcan™ Series MDVRs, Cameras And Pro8 CMS Software

A provider of mobile video surveillance solutions, AngelTrax introduces the Vulcan™ Series in-vehicle surveillance systems and Pro8 Central Management System software.

“This new product lineup offers clients full HD video of up to 1080P and up to 4 megapixel resolution, along with the ability to schedule or automatically download video clips via Wi-Fi or cellular with Pro8 CMS,” said AngelTrax.

AngelTrax describes its new Vulcan series as follows:

Vulcan Hi-Definition Series MDVRs

Vulcan Series DVRs are engineered to record IP cameras and HD cameras on the same system, enabling the fleet operator to have IP cameras installed in key locations where clarity is needed most. However, IP camera channels require more storage than other types of recordings, and this can limit the number of hours that can be stored on the DVR. The solution is to capture the majority of camera views with true high-definition cameras.

Vulcan Hi-Definition Series Cameras

The Vulcan Series features four DVRs with redundant and sequential recording options. The V24 records 24 channels, including 16 D1

channels and eight IP channels at up to 1080P resolution. The V12 stores eight D1 channels from 720P up to 1080P and four IP channels at up to 1080P. The V5 records four D1 channels at 720P up to 1080P and one IP channel at up to 1080P resolution, while the V5SD records four HD channels at 720P and one IP channel at 720P up to 1080P.

Vulcan Hi-Definition Pro8 Central Management System (CMS) Software

Tailor-made to provide much more than video playback, the feature-full Pro8 software system allows the director to schedule or automatically download video clips, via true high speed Wi-Fi or cellular, and display all camera channels simultaneously, including true HD and IP. Using an active Internet connection, Pro8 is capable of sending DVR alerts via text or email to pre-selected authorized personnel.

In addition to top-notch performance as mobile recorders, Vulcan DVRs are equipped with power connections for auxiliary systems including, but not limited to, public address systems, signage and onboard diagnostics.

Each Vulcan DVR is encased in a shock-mounted, military grade, cast aluminum hous-



ing with a vandal-resistant locking front cover, with the exception of the V5, which features a vandal-resistant locking solid-state drive. The optional dashboard-mounted remote status indicator features LEDs to show the status of the DVR without using a video monitor.

For a street map view of the vehicle’s route, opt for patented AngelTrax Virtual Synchronized Mapping (VSM™) technology, which provides absolute GPS accuracy synchronized with recorded video footage.

AngelTrax also offers patented Hybrid Component™ DVRs and Virtual Synchronized Mapping™ technologies.

Call 800-673-1788 or visit www.angeltrax.com for more information.

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From Scalabros Designer/Manufacturer Of Bus Components

Scalabros, a young Italian company, was created by Scalabrini twin brothers, Giovanni and Benedetto, 10 years ago, after a 15 year-long experience as international sales managers in the OEM bus production business.

“The company’s head office and manufacturing facility is located in Valsamoggia – Bazzano, near the northern Italian town of Bologna, which, except for having the most ancient university in the world, is the heart of the Italian ‘motor valley.’ This is where brands such as Ferrari, Lamborghini, Maserati, Bugatti, Pagani and Ducati are designed and manufactured,” said Scalabros.



“In this area, where half a dozen of the Italian bus-body-builders had their origins, 90 percent of our sub-suppliers are located. Officials at Scalabros take advantage of this know-how to design and manufacture sunshades and escape hatches, which its makes to customers’ specifications — even in very small quantities. Although a young company, Scalabros has already registered several patents to protect its accomplishments, and is registered for both the company’s name Scalabros and brand Spartacos.”

From Bologna, which has one of the busiest airports in northern Italy, and which is about 100 kilometers from the closest sea port, Scalabros exports its manual and motorized rollerblinds and roof-hatches, as well as its service-floor hatches to all over Europe, the Middle East, North Africa, Australia, New Zealand, and South and North America. The company has customers and distributors in many of these areas, and in North America, it also cooperates with a team of professionals ready to assist customers for any after-market needs.

“Scalabros is 100 percent customer oriented. It has three-dimensional design facilities as well as a 3D printer machine to test company developments before launching production dies. The company’s quality system is ISO 9001 certified, and all products undergo strict quality tests. Lean production at Scalabros is managed by ERP and MRP software, which allows for a perfect flow and traceability of products, and good timing with an average ex-works lead time of three weeks. The company philosophy centers around flexibility, and its credo is that customer satisfaction will make the business grow and glow.”

Scalabros officials attended the UMA Motorcoach Expo for the first time in 2017, and said they were pleased with the number and the quality of contacts made at this event. The duration of this show was much shorter than the average exhibitions in Europe, which makes it very concentrated and effective, according to Scalabros.

“The atmosphere at the UMA Expo made us love the exhibition and the American public. We hope our business within the American market will become more successful, so much that we are already dreaming of opening a local subsidiary as soon as the conditions will enable us to do so,” according to Scalabros.

Visit www.scalabros.it
for more information.

From Motorcoach Tire Sales Rethink Your Drive Tire Potential

Bill Kaiser, owner of Motorcoach Tire Sales, LLC urges operators to fully utilize the extra traction and longer wear benefits that quality high-tread drive tires can provide.

“The cost-efficient direct-ship model that was introduced to the motorcoach industry four years ago has now sold tires to over 200 operators, and is again pushing the button on how our industry thinks about tires,” said Kaiser.

Working closely with Toyo Tire, Motorcoach Tire Sales was able to roll out a new offering this year, a 20 ply, 75 mph rated, 29/32nd drive tire (the Toyo M920). Kaiser said his direct ship model, along with other pricing efficiencies, will produce an outstanding cost per mile value previously not available to the industry for a 20 ply drive tire.

Kaiser said, “The idea originally came from attending maintenance seminars where maintenance managers discussed the incredible wear and extra handling benefits that retreads were delivering on drive tire positions. However, many operators were not comfortable with the retreads on their coaches. Therefore, an aggressive, quiet, and long lasting new tire was sought. Motorcoach Tire Sales said it is looking to fill this void with the new Toyo M920.



“Deeper and more aggressive drive tires will absolutely provide better traction, improve safety, and wear longer. The tread amount on these tires are 60 percent more than standard all position tires. The difference in the tread depth will deliver a lower cost per mile. As an example, one well known Trailways operator, showed drive tires removed after 5 years on buses that operate 50,000 miles per year,” according to the company.

“The major concern with the new drive tire design is that these tires may experience road noise or not ride as smoothly as all position highway design tires. That has not been the case at all. Already, over 30 fleets have purchased these tires, and the feedback I have been getting is that they are quiet, run smoothly, and drivers absolutely love them.”

Operators have talked about the benefits of the tires.

Joe Zanetti, of Le Bus, Rock Springs, WY., said, “All our drivers are asking for them now.”

Carl Ekberg, of Chicago Classic Coach, Des Plaines IL., said, “The tires are quiet and there is no noticeable change in ride quality.”

Finally, John Adams, of Southern Coach, Dothan AL., said, “Our driver drove a bus and encountered snow and ice, and immediately noticed how well the coach handled in very bad conditions.”

Contact Motorcoach Tire Sales, LLC, at 678-463-4110
or visit www.motorcoachtiresales.com for more information.

Detroit Displayed GHG17 DD13® Engine At UMA Motorcoach Expo

Detroit showcased its DD13 engine motorcoach model at the 2017 UMA Motorcoach Expo in St. Louis. The UMA Motorcoach Expo draws nearly 2,000 industry professionals each year to learn about the latest products and services and gain access to thought leaders in the field. Many attendees visited the Detroit booth to learn the benefits of the Detroit DD13 motorcoach model, including improved fuel efficiency, serviceability, and quieter ride.

“We designed the DD13 to deliver on the factors that matter most to motorcoach operators and their passengers,” said Douglas Weatherly, Senior Sales Manager at Detroit Diesel Corporation. “This includes consistent horsepower, robust performance, and a smaller carbon footprint with Selective Catalytic Reduction (SCR) emissions technology.”



Connectivity Puts Fleet Managers In Control

“Detroit™ engines feature Detroit Diesel Electronic Controls (DDEC®),” said Douglas Weatherly. “This suite of innovative features allows fleet managers to manage their engine performance by controlling speed, optimizing idle efficiency, and rewarding drivers for reaching fuel economy targets.”

Profitability is further maximized when DDEC is paired with Detroit™ Connect Virtual Technician™ remote diagnostic service, an integrated remote system that collects data on an engine’s status before, during, and after a fault code event, sending the information to a trained representative to help diagnose the issue.

Smart, Fuel-Efficient Design

“Billions of dollars of investment, countless hours of attention from top engineers, and millions of miles of real-world testing went into the Detroit DD13 engine,” said Douglas Weatherly. “The result is the most advanced and environmentally friendly generation of Detroit engines ever built.”

The DD13 motorcoach model is compliant with the 2017 Greenhouse Gas (GHG17) requirements and features innovative design that makes the most of every gallon of fuel. It pulls down below 1,000 RPM to keep the motorcoach in top gear. The DD13 utilizes an Amplified Common Rail System (ACRS™) to optimize each injection event and minimize fuel consumption, and features an advanced cooling system that decreases fan on-time, minimizing fuel consumption.

Better Performance For Better Productivity

With the DD13 motorcoach model, drivers will enjoy the responsiveness and efficiency of the DD13, and extremely wide and flat torque curve along with quieter braking that comes with the three-stage Jacobs® brake. In addition, a cast-iron engine block features specially designed stiffening ribs to reduce noise, vibration and harshness resulting in a more comfortable ride.

To learn more about the Detroit DD13 motorcoach model, visit our website, www.demanddetroit.com, and download the brochure.



Photo taken at CCW's 15 acre facility in Riverside, CA

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From Temsa/CH Bus Sales: Duane Geiger Named President/CEO Of CH Bus Sales

CH Bus Sales, LLC, has announced the transition of Duane Geiger to the position of president & CEO. Bob Foley has assumed the role of president of coach finance group. Foley remains an active member on the board of directors and continues to consult with the management team.

"I am looking forward to the transition," Foley said. "I don't want to completely retire, and this transition has allowed me to pull back but still stay active. Duane and I have worked together for over 20 years, so this was a seamless transition."

"Foley served as the president & CEO since 2011. In his role, he directed the organization to grow from a start-up to 70 employees, with four owned service locations, distributing three Temsa product models in addition to starting and managing Coach Finance Group," according to a press release.

"He also maintained excellent communication between Temsa Global, CH Bus Sales' management team and customers throughout the U.S. Overall, Foley has over 30 years of experience in the motorcoach industry and served on the American Bus Association (ABA) and United Motorcoach Association (UMA) Boards over his tenure."

Geiger has served as the executive president of sales & service since 2011. Prior to joining CH Bus Sales, Geiger owned and operated a real estate services company, which began in 2002. His experience in the motorcoach industry includes working for a major coach distributor for 16 years in roles in company's sales and service support.

Visit CH Bus Sales, LLC
(www.chbussales.com),
the distributor of TEMSA
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and Canada.



Duane Geiger



Bob Foley

Prevost® Names Jean Dupont Director Of Pre-Owned Coach Sales

Prevost has named Jean Dupont director of pre-owned coach sales. He has worked in the bus industry for over 25 years. He was the third-generation owner and general manager

of Autobus Dupont, which was founded 1936 in the province of Quebec.

In 1997, Dupont founded a company called Dupont Industries; also commonly known as Dupontrolley. This company built trolley replica buses that were primarily sold to American municipalities (63 trolleys in 13 different states), and also completed major refurbishment of transit buses for municipalities across Canada.

In his new position, Dupont leads a team of regional sales managers.

Dupont will join the Prevost Business Line management team under the leadership of Prevost Vice-President/General Manager François Tremblay. Visit www.prevostcar.com for more information.



Jean Dupont



David W. Schmidt

Prevost's David W. Schmidt Elected Chair Of Museum Of Bus Transportation Board Of Directors

David W. Schmidt, Prevost regional sales manager, has been elected board chairperson and museum president for the Museum of Bus Transportation.

Located in Hershey, PA, the Museum of Bus Transportation is the bus industry's museum of bus history education and information. It represents school buses, transit buses and motorcoaches, and features more than 30 historical vehicles and various industry memorabilia.

Schmidt said of his two-year term, "We have identified a number of initiatives that we are eager to pursue, including increasing awareness of the museum within the industry and improving our operational efficiencies."

A graduate of Dickinson College in Carlisle, PA, Schmidt has spent 44 years in the motorcoach industry, including 30 years with Prevost. He has been a member of the museum since 1995, and a member of the board of

directors since 2016.
Visit www.prevostcar.com and
www.BusMuseum.org for more information.



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From Continental:
VDO RoadLog Installation Kit Portfolio Expanded
With New Range Of 9 Pin Green Connectors

Continental, a global supplier of systems, components and tires to automobile and truck manufacturers, and a provider of Electronic Logging Device technology, has expanded its VDO RoadLog installation kit portfolio with a new line of 9 Pin Green Installation Kits.

“This addition increases the capability of the VDO RoadLog ELD program to run a single platform in mixed fleets with plug-n-play convenience,” said the company.

“The VDO RoadLog 9 Pin Green Installation Kits support 2015 and newer trucks that utilize 9 Pin type II (green)

Deutsch diagnostic ports, as well as pre-2015 9 Pin type I (black) Deutsch diagnostic ports. The VDO RoadLog 9 pin Green Connectors are available as a direct connection or as a Y-Cable configuration that leaves an open diagnostic port and cleanly installs into the vehicle cab.”

The new installation kits are available as a 9 Pin Direct Cable (P/N 3290-90101200), 9 Pin Y with Flange Cable (P/N 3290-90101300) and 9 Pin Y with Plastic Nut Cable (P/N 3290-90101400).

VDO RoadLog combines GPS data with input from the vehicle to create a digital log that the driver can either download or print



out as needed. It is available as a stand alone unit without monthly fees and as a connectivity package with monthly plans.

Visit www.vdoroadlog.com
 or contact: roadlog-sales@vdo.com
 for more information.

Insurance & Finance: (Lancer) Continued From Page 32

of drivers differently for the purpose of establishing insurance rates, and some insurers may be reluctant to offer coverage if drivers do not meet their preferred experience standards. Once again, the new requirements are solely for the purpose of obtaining a CDL, and not for certifying anything beyond adequate preparedness to take a state CDL test.

Ultimately, bus and motorcoach companies can take the following steps to not only prepare for the new regulation, but improve safety in their operations:

■ *Make sure all current and prospective drivers are familiar with both the theory and behind-the-wheel requirements in the new regulation. While the regulation applies only to new drivers that have not yet earned a CDL,*

it is a good safety precaution to make sure all drivers know what really should be viewed as the bare minimum requirements to operate a commercial motor vehicle;

■ *If recruiting new drivers who have not earned CDLs, determine if the required training outlined in the regulation will be handled in-house, through an outside provider, or through a partnership with other operators. Bus and coach companies could also check with their associations to see what guidance or training options they offer; and,*

■ *Keep an eye out for additional standards. For passenger transportation companies, for example, the FMCSA is putting the final touches on a Motorcoach Model Curriculum, which will update 1994 curriculum for providing finishing training for drivers who have already obtained a CDL. This curriculum will not be mandatory, but will offer useful guidance for ensuring a safe operation.*

Visit www.lancerinsurance.com from more information.







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From MCI

Service And Parts Advancements Introduced At UMA Expo

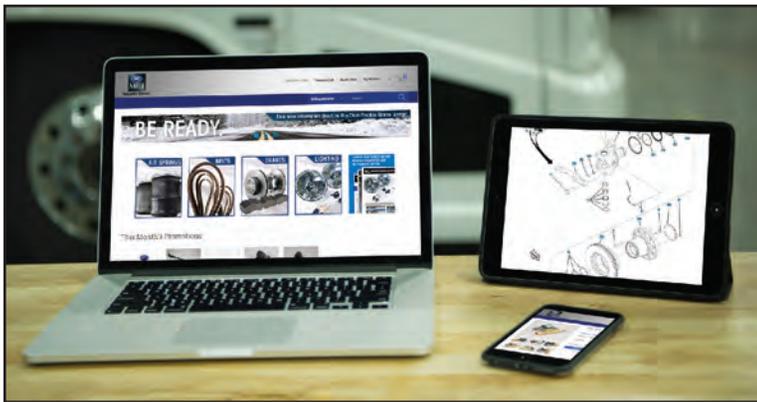
Motor Coach Industries (MCI) said that nearly 15-months into joining New Flyer, MCI has advanced its service, training, and parts support.

"We're deploying more people and better technology to protect our customers' long-term investment in our product," MCI President Ian Smart said. "It's about reliability around the clock."

At the 2017 UMA Expo in St. Louis, MCI listed advancements/upgrades made in the last year:

- Expanded field support team throughout the U.S. and Canada;
- Better warranty administration and an expansion in warranty staff;
- Improved live assistance at the MCI Emergency Road Side Assistance center; and,
- The new online MCI Parts Store provides more product detail, delivery speed and discounts.

MCI's Service Centers, warranty, field service and technical support operations now report to the Winnipeg plant as an OEM function, rather than aftermarket.



"The new online MCI Parts Store was designed to improve customer experience."

"The idea is to make knowledge-sharing seamless between MCI's manufacturing/engineering at the factory and all customer-facing MCI professionals," said Smart. "We are eliminating the walls between those who listen to our customers and those who design and build our products."

The company said MCI has added five more technical solutions managers (TSMs) and redefined territories throughout the U.S. and Canada. The team now numbers 27 TSMs in the field. The ERSA (Emergency Road Side Assistance) program has seen improvements. Every call to 800-241-2947 is now answered by an MCI employee, not an outside source. Also, MCI now offers a service locator on the MCI Companion App or on desktop that identifies all licensed service locations within an immediate area.

MCI offers warranties on new and pre-owned coaches and has added more staff to warranty administration.

Located at www.mciacademy.com, MCI Technical Training Manager Scott Crawford and his team offer new coursework on system qualifications as well as certificate programs to equip professionals with the knowledge and skills to properly maintain, diagnose and repair systems.

Operators have access to more than 100 MCI and Setra factory-trained technicians

located at MCI service centers locations in Des Plaines, IL, Orlando, FL, Los Alamitos, CA, Blackwood, NJ, Dallas, TX, and Montreal, Quebec, Canada. A San Francisco Bay Area location is coming soon.

The new location will expand MCI's service network to seven North American locations that support both MCI and Setra brand coaches with OEM parts, maintenance, repair and warranty. The San Francisco



MCI detailed its moves in service, training and parts at UMA Expo.

cisco facility will now also include service and bus-wash bays, and a parts pick-up window along with new and pre-owned coach inventory.

The MCI Parts Store can be visited at www.partsstore.mci-coach.com. The site features improved search capabilities, on-point suggestions, visuals, expedited shipping estimates, upgraded order tracking and more.

"Brian Dewsnup, president of the combined MCI/New Flyer coach and bus parts business, has also been focused on enhancing the customer experience. Last year, he moved to Louisville, home to MCI's parts warehouse and distribution operations, to lead the entire parts operation, building on many improvements already underway," according to the company.

In addition to the expansions in free standard shipping and the Coach Critical Parts program, the Louisville team completed the installation of a state-of-the-art conveyor system that includes new software applications.

"Service expansion also includes a parts-partner warehouse branch in Hawaii for local parts availability on the islands and parts availability at the planned MCI service center in San Francisco," Dewsnup said.

Visit www.mcicoach.com and www.newflyer.com for more information.



CCW Delivers 8 Buses To Enterprise Holdings In Denver



Complete Coach Works (CCW) has delivered eight rebuilt buses to Enterprise Holdings in Denver, CO. The contract included rehabilitation of interior and exterior of the buses.

The rebuilding process included steam cleaning the engine and undercarriage, treating and removing all rust, installing custom fabricated stainless steel roof panels with integrated rain gutters, moldings, seals, roof hatches, driver's seats, wall panels, ceiling panels, wheelchair restraints, bulkhead carpet, glass windows with anti-graffiti film, bright all-LED exterior lights and new seats. The 40-foot buses also include newly installed ramps, remanufactured powertrains, transmissions, engines, brakes, and the buses are equipped with two ADA compliant wheelchair positions.

Enterprise Holdings operates Enterprise Rent-A-Car (ECAR), National Car Rental and Alamo.

Visit www.CompleteCoach.com for more information.

WAVE Demonstrates 250kW Wireless Power Transfer System

Complete Coach said, "WAVE (Wireless Advanced Vehicle Electrification) has announced the successful demonstration of a 250kW Wireless Power Transfer System prototype. Product delivery to AVTA (Antelope Valley Transit Authority) is expected later this year.

AVTA Board Chairman Marvin Crist said, "The acquisition of these chargers strengthens the infrastructural foundations that will allow our zero-emission fleet to seamlessly complete any route within Antelope Valley Transit Authority's service area."



"WAVE's technology transfers power through the air, from an embedded charging pad placed in the pavement to a receiving pad mounted on the vehicle's undercarriage seven to eight inches above, minimizing the need for on-board power storage. Once operational, our systems en-route chargers will allow AVTA's electric buses to charge during lay-overs as passengers board and disembark. This 'top-off' charge capability extends the range of AVTA's electric bus fleet. Wave's new systems are installed at Lancaster City Park and the Palmdale Transportation Center."

AVTA serves a population of more than 450,000 residents in the California cities of Lancaster and Palmdale, as well as the unincorporated portions of northern Los Angeles County. "WAVE focuses on creating practical and economical solutions for the transit and off-road industrial electric vehicle markets worldwide."

Visit www.wave-ipt.com for more information.

ARBOC Specialty Vehicles Promotes Kim Yoder To National Sales Manager



Kim Yoder

ARBOC Specialty Vehicles, LLC has promoted Kim Yoder to national sales manager. Yoder is now responsible for overseeing all sales procedures for both the United States and Canada. She joined the company in 2013 as a regional sales manager.

Prior to joining ARBOC, she was employed by StarTrans Bus for 12 years and Green Alternative Systems for 2 years. Visit www.ARBOCsv.com.

Pence-Dunow Invited To National Small Business Week Events

"Each year, the U.S. Small Business Administration recognizes the contributions of small businesses to America's economy by honoring outstanding entrepreneurs and their supporters in each of its 68 districts and 10 regions. This year, Wisconsin is celebrating six successful companies and nine individuals and organizations that exemplify excellence in entrepreneurship."



Kristina Pence-Dunow

According to a press release from SBA, "The Wisconsin Small Business Person of the Year is Kristina Pence-Dunow, of Hometown Trolley, in Crandon, WI. Hometown Trolley started in 1978 as a maker of horse trailers. Pence-Dunow, president and CEO of the third-generation family business, has led the company since 1993, and has grown it into a leading manufacturer of trackless trolleys."

She has been invited to attend the National Small Business Week events in Washington, D.C., on April 30 - May 1, along with other state winners.

SBA Wisconsin District Director Eric Ness said, "Wisconsin's 445,000 small businesses employ 1.2 million people, and create two of three net new jobs in both our urban and rural communities."

Visit www.hometowntrolley.com and www.sba.gov for more information.

From Bailey Coach: Travel Award



Bailey Coach announces that Travel Time Travel, with offices in York and Lancaster, PA, received the Silver Agency Award from Mark Travel Corporation. Travel Time is one of the top 500 Travel agencies in the U.S. and Canada for sales with Mark Travel. It was the only agency in South Central PA to receive the award. Pictured, left to right, are: Mindy Eveler, Londa Baker, Shannon Throne, Jannetta Douglas, Kelly Fry and Lori Heathcote, all leisure agents at Travel Time, and center right: Debbie Yordy, sales manager for Mark Travel, who presented the plaque to Shannon Throne, leisure agent for Travel Time Travel.

sary. These regulations need to be based on sound data and science, where there is a true problem that can be fixed and result in a true benefit," Weber said. "We also ask for a level playing field and fair competition with federally-funded public transportation providers."

After Weber's presentation, **UMA Vice President of Industry Relations & COO Ken Presley** also discussed several current and proposed legislative and regulatory measures that may influence owners/operators of bus and motorcoach businesses. Presley said there appears to be some regulatory relief on the horizon.

"Presidents Reagan, Clinton, George H. and George W. Bush and Obama all made some effort to reduce regulatory burdens. However, it remains very difficult to repeal these regulations," Presley said. "We will see how far President Trump gets, but he is approaching it from a different perspective. He wants task forces formed for every agency. He wants them to recommend which regulations can be simplified or completely eliminated. And, as previously mentioned, he wants two regulations identified that can be eliminated for every time there is a new significant rule introduced."

Among the different industry-related topics on the minds of many, Presley noted that bus/motorcoach operators around the nation are working to comply with the new electronic logging device (ELD) mandate. This requires drivers who currently use paper logs to use an ELD as defined by the rule by Dec. 18, 2017.

"There appears to be no delays to this date. However, there are some exceptions to the rule," Presley said. "If you have been utilizing Automatic Onboard Recording Devices, you can use those for another two years. Also, if a vehicle was manufactured prior to the model year 2000, it's not required to be ELD-equipped; and, drivers who use paper logs for no more than 8 days during any 30-day period will not be required to use an ELD. This would typically apply to drivers who only work on occasion."

Presley also discussed the new minimum training requirements for entry-level commercial drivers' training.

"For over two decades, Congress has been trying to get a base line or minimum training standard in place. It's finally arrived. Entry level driver training will apply to first-time license applicants. These are people who are applying for their first CDLs. There are now minimum training requirements for that CDL concerning both passenger and school bus endorsements. There is a baseline standard in place," Presley said. "I encourage you to take a look at this rule and understand these base-lines. It's also important that you make sure all of your drivers at least know these base-line standards, even if they already have a



This year's seminar schedule featured a new educational track that focused on technology.

CDL. The compliance date for this standard is Feb. 7, 2020."

He also spoke about the Federal Motor Carrier Safety Administration's (FMCSA) Drug and Alcohol Testing Clearinghouse.

"There is now a central repository containing records of violations. When drivers test positive for drugs and/or alcohol, their names will be recorded (for the repository). You (the owner/operator) will be required to check that file (at FMCSA) before hiring a driver, and to see if a driver has taken proper counseling if he/she has ever tested positive," Presley said. "Employers will also be required to query current as well as prospective employees. Compliance date on this matter is Jan. 6, 2020."

Another topic addressed by Presley concerned a possible federal change with required overtime pay for salaried workers in the United States.

"On March 13, 2014, President Obama signed a presidential memorandum that instructed the U.S. Department of Labor to re-evaluate the standard for overtime pay for salaried employees. The limit was previously \$455 per week. If you made less than \$455 per week as a salaried employee, you were supposed to get overtime pay if you worked over 40 hours in a specific work week. With the memorandum, that limit was increased to \$913 per week (full and part time). It was effective Dec. 1, 2016," Presley said. "However, 21 states and a coalition of business groups filed a lawsuit (against the memorandum.) A federal judge in Texas granted a preliminary injunction on Nov. 22, 2016, for the entire country. Therefore, (the memorandum) is currently on hold."

Presley also emphasized the importance of participating in the 2017 UMA Capitol Hill Days and contributing to the UMA Motorcoach Travel PAC.

"As more operators become politically active, we see a stabilization, and even a reduction, in regulatory burdens," Presley said.

Guest Speakers Share Insights

This year's UMA Expo featured two guest speakers from outside the bus/motorcoach industry. Speaking at the Opening Session was **Tom Kraus**, group director for heritage marketing with Anheuser-Busch InBev. At native of St. Louis, Kraus has worked 23 years at Anheuser-Busch and has been involved with some of the company's most famous Super Bowl ads.

"Anheuser-Busch has been a part of my family for a long time. I grew up about five blocks from the company's brewery in St. Louis, and my grandfather worked at that brewery," Kraus said. "I was amazed with his passion and desire for the company. He talked about the great way he was treated as an employee, and what the company did for the community."



Tom Kraus

Kraus showed several well known Anheuser-Busch Super Bowl commercials, and discussed what he feels are common traits between the company he works for and the bus/motorcoach industry.

He noted that from a discretionary income standpoint, people don't need to drink beer and they don't need to take a cross-country sightseeing trip on a motorcoach. However, both industries work hard to attract a varied customer base.

"No matter the industry, competition is fierce for every dollar. Therefore, it's important to evolve as a business, be innovative and look for different ways to capture that dollar," Kraus said. "There are three points to focus on that could help your (bus/motorcoach) business."

■ **Dream big:** “This is at the core of what Anheuser-Busch is all about. Adolphus Busch came to America from Germany in the 1850s as a young man and made his way to St. Louis after learning about the city’s beer revolution. He, along with Eberhard Anheuser, had a vision which eventually led to the introduction of Budweiser in 1876. His company created refrigerated rail cars to transport beer across the country, helping it become a national beer maker,” Kraus said. “Don’t be afraid to reach for the stars. From a company standpoint, this can lead to growth in marketshare and for your business to evolve.”

“Help your employees to also set higher targets, and remember to celebrate wins.”

■ **Anticipate change:** “Change continues in the beer industry. The craft beer business has gone crazy. There are always additional craft brewers coming along that we compete with on a yearly basis. I’m sure change is also happening in your industry,” Kraus said. “The speed of which most businesses are now operating is at an all-time high. You have to keep moving and anticipate the next step. Social media has changed the game. Keep pushing your participation in social media.”

He added that it’s important to never be satisfied with current results. “As soon as you become complacent, business changes again. Develop an innovation pipeline that is at least five years long. Innovation can involve new products, a new way of providing service and/or a new way to reduce expenses,” he said. “This pipeline will change and evolve. It should be very fluid.”

■ **Communicate purpose:** According to Kraus, “purpose” is two-fold.

“You have to know what you stand for as a company and as a brand. Know your company’s brand essence,” Kraus said. “For example, at Anheuser-Busch, the brand Budweiser is about friendship; Bud Light reflects good times and a party atmosphere; and Michelob Ultra focuses on fitness and reward. Have a purpose as a company and as a brand. Understand who you are and what your points of difference are versus the competition.”

He also stressed the importance of a company having a community purpose.

“Consumers want to be engaged and involved with brands and companies that are vibrant within a community. They want to know who you are as a company,” Kraus said. “Find a way and purpose to engage with the community, and encourage employees to do the same.”

The second guest speaker at the 2017 UMA Expo was **Josh Mohrer**, who is the New York City general manager for Uber. Mohrer spoke during the UMA Luncheon on Feb. 27. He discussed urban mobility, and the role Uber and other ride-sharing companies could play in the future to meet changing ridership demands while also reducing traffic congestion and pollution.



Josh Mohrer

Mohrer noted that today’s younger consumers are demanding shorter response times when seeking transportation providers. Advances in technology help companies, such as Uber, respond to these demands.

According to Mohrer, Uber is also designed to complement and extend public transportation, as it can be used in places where public transportation lines either end or don’t fully reach.

“Transportation industries from around the country are noticing the possibilities. The synergies we are seeing between ride-sharing (such as with Uber) and mass transit are purely organic,” Mohrer said.

He added that people who ride-share are less likely to own a car and more likely to take a bus.

“This is why many transportation agencies are looking to Uber for help with their toughest challenges,” Mohrer said. “We are all seeking a future where more people will have equal access to affordable transportation.”

Mohrer also addressed how operators of motorcoaches can take advantage of a world where, he said, fewer younger people living in urban areas are wanting to drive themselves and own cars.

“My advice (to the motorcoach industry) is to truly understand where your customers are coming from, and where they will be in the future. Needs, trends and demands change fast,” Mohrer said. “Be ready for the ‘on-demand’ generation, and willing to open the door to new ideas, even if they sound crazy at first.”

A Night Of Awards And Celebration

An annual event during UMA Expo is the association’s Leadership Awards Celebration. This year, the event took place on Feb. 28, when the following companies and professionals within the bus/motorcoach industry were recognized:

■ **UMA Vision Award / Large Fleet Operator** (15 or more coaches) — **Village Tours**, Wichita, KS;

■ **UMA Vision Award / Small Fleet Operator** (Under 15 coaches) — **CIT Signature Transportation**, Ames, IA;

■ **UMA Green Highway Award** — **Karst Stage**, Bozeman, MT;

■ **UMA International Driver Competition Award** — Grand Champion, **Stephen Davis**, of AT&T Charter Service, Louisburg, NC.; first runner-up, **Ronny R. Shade**, of Krapf’s Coaches, West Chester, PA; and second runner-up, **Dennis W. Luman**, of Red Carpet Charters, Oklahoma City, OK;

■ **Drivers Earning Master Driver Designation** — **Rory Birge**, of Happy Trails Charters, Inc., Forsyth, MO; **Anthony W. Griffith**, of A.W. Griffith Transportation Consulting, LLC, Springfield Gardens, NY; **Dennis W. Luman**; and **Ronny R. Shade**; and,

■ **UMA Maintenance Competition Winners** — Grand Champion, **Tim Brown**, Huskey Trailways, Festus, MO; first runner-up, **Eric Hale**, Holland America Princess, Alaska Yukon; and second runner-up, **Pete**



Winner of the International Driver Competition Stephen Davis

Haunold, Holland America Princess, Alaska Yukon.

At the conclusion of this year’s Leadership Awards Celebration, several industry leaders thanked retiring **UMA President & CEO Vic Parra** for his nearly 19 years of service to the association and bus/motorcoach industry.

In speaking about Parra, **UMA Board Chairman Dale Krapf**, of **Krapf’s Coaches**, said: “It takes a particular personality and a special person to run an association of 900-plus members. It’s no easy task. Well done my friend.”

Parra also thanked the gathering at the Leadership Awards Celebration, and reflected on his time with UMA.

“I was told from the beginning, this is a relationship-driven industry. It’s all about relationships. I have made so many wonderful friends while at UMA. Although I’m leaving the position, these friendships will stay with me,” Parra said. “UMA has a soul, and that soul comes from everyone in this room and the entire membership. As long as its members remain involved and engaged, the association will be fine. It’s been my privilege and honor to represent you.”

It was announced after the 2017 UMA Expo that **Steve Klika**, who is managing the national search process to replace Parra, will serve as interim UMA president and CEO beginning April 1, while the recruitment process continues. Klika is a former president of the International Motorcoach Group (IMG).

UMA Motorcoach Expo 2017 Booth Photo Gallery



Prevost

As a manufacturer, Prevost features a product and service lineup that includes motorcoaches, conversion shells, parts and repair resources as well as customer and warranty support.



Relational Bus Systems (RBS, Inc.)

Relational Bus Systems (RBS, Inc.) provides computer software systems, consulting and training for the bus and motorcoach marketplace. Shown, left to right, are Chris Barown, senior software engineer; Laura Horvath, tour specialist; and Jonathan Mead, software engineer.



Amaya Astron Seating

A manufacturer of a wide variety of seating products for the North American bus and motorcoach industry is Amaya Astron Seating.



BITZER

BITZER supplies the bus and motorcoach industry with air conditioning parts and systems. Shown, left to right, are Alexandre St-Charles, regional sales manager for Quebec and the Atlantic provinces; and Natalie Van Dyke, transport sales manager for North America.

UMA Motorcoach Expo 2017 Booth Photo Gallery



Motor Coach Industries (MCI)

Motorcoach manufacturer, Motor Coach Industries (MCI), also produces conversion shells and sells pre-owned equipment. MCI is the exclusive distributor as well of Setra motorcoaches and parts in the United States and Canada.



Lancer Insurance Company

Among the various offerings from Lancer Insurance Company are bus and limo, general and physical damage insurance. Shown, left to right, are Steven O'Shea, marketing representative; Randy O'Neill, senior vice president; and Mickey Bayard, vice president.



ProFusion Industries

A provider of flooring materials for the bus and motorcoach marketplace is ProFusion Industries. Shown, left to right, are Keith Bell, director of business development; and Jack Woodyard, vice president.



Vanner Inc.

Among the products provided by Vanner Inc., are inverters and converters. Shown, left to right, are Doug Adams, Western regional manager/North American bus market manager; Steven Funk, president; and Chris Collet, vice president of bus and hybrid markets.



Willingham Inc.

Willingham Inc., supplies such products and services as driver seats, seat cover replacements, seating parts and accessories, upholstery and embroidery work to the bus and motorcoach marketplace. Shown, left to right, are company representatives Jason Willingham and Gene Willingham.



Awash Systems Corp.

Providing vehicle washing products for the bus and motorcoach industry is Awash Systems Corp. Shown are Jack Jackson, president; and Michelle Tomkins, account manager - North American division.

UMA Motorcoach Expo 2017 Booth Photo Gallery



Continental (VDO RoadLog)

Among the products provided by Continental (VDO RoadLog) for the bus and motorcoach industry are electronic logging devices (ELDs), fleet information systems, security devices and vehicle monitoring systems. Shown, left to right, are company representatives James McCarthy and Dylan Moyer.



Temsa Global/CH Bus Sales

Bus and motorcoach manufacturer Temsa Global produces vehicles for the North American and European transportation industries. CH Bus Sales is the exclusive distributor of Temsa motorcoaches in the United States and Canada.



American Cooling Technology (ACT)

American Cooling Technology (ACT) supplies the bus and motorcoach industry with a variety of heating and air conditioning parts and systems.

Shown, left to right, are Adolfo Salinas, director of engineering R & D; and Dave Oberdorff, president & CEO.



Detroit Diesel Corp.

Among the products and services from Detroit Diesel Corp., for the North American bus and motorcoach marketplace, are engines, engine monitoring and control systems, and engine repair.



Access Commercial Capital, LLC

Providing financial and consulting services for the bus and motorcoach industry is Access Commercial Capital, LLC. Shown, left to right, are Eric Coolbaugh, Access Commercial Capital corporate vice president; Gregg Goedde, ABC Companies vice president of financial services; and Donald Coolbaugh, Access Commercial Capital vice president of sales.



Sardo Bus & Coach Upholstery

Sardo Bus & Coach Upholstery offers seat cover replacement, upholstery work, flooring materials and fabrics for the bus and motorcoach marketplace. The company's mobile road crews provide on-site installation work.

UMA Motorcoach Expo 2017 Booth Photo Gallery



Alliance Bus Group/CAIO

A manufacturer of intercity and mid-size vehicles for the bus and motorcoach industry is Alliance Bus Group/CAIO. The company also supplies parts as well as customer service, financing and warranty support.



Camira Group Inc.

Supplying a wide variety of fabric and upholstery options for the bus and motorcoach industry is Camira Group Inc. Shown, left to right, are James Newton, director of transport sales; Dan Wagner, sales representative; and Karl Hallam, marketing manager.



5Star Specialty Programs

Supplying various types of insurance services to the transportation industry is 5Star Specialty Programs. Shown is Tara Carmody, commercial underwriter - public auto program.

Bridgestone Americas Tire Operations, LLC (BATO)

Supplying new and retreaded tires for the North American bus and motorcoach marketplace is Bridgestone Americas Tire Operations, LLC (BATO).



RUD Chain, Inc.

Supplying automatic snow chains specially designed for commercial vehicles and buses is RUD Chain, Inc. Shown is Steve Blood, territory manager for Rotogrip Sales & Service.



Worldwide Monochem

Among the items supplied by Worldwide Monochem for the bus and motorcoach industry are bus washing, interior cleaning and odor control products; toilet cleaning chemicals; and upholstery cleaning. Shown are Tammy Moyer, Worldwide Monochem senior consultant; and Doug Loebertmann, Satellite Environmental LLC vice president.

UMA Motorcoach Expo 2017 Booth Photo Gallery



Bauer's Intelligent Transportation

Among the products and services provided by Bauer's Intelligent Transportation are entertainment coach interiors; transit management systems; and sales of conversion shells, midsize and transit buses and motorcoaches. Shown is Jason Rounsaville, pre-owned sales manager.



Irizar/INA Bus Sales

A manufacturer and supplier of various types of buses and motorcoaches is Irizar/INA Bus Sales. The company also supplies parts as well as customer service, financing and warranty support.



Complete Coach Works/Transit Sales International

Complete Coach Works (CCW) offers collision repair, interior rehab, fleet alternative fuel conversion and vehicle remanufacturing. Transit Sales International (TSI) sells various types of buses. Shown, left to right, are Richard Sullivan, vice president of sales & marketing for TSI; and James Carson, warranty director for CCW.



Shriver-Capacity Insurance Agency, LLC

Shriver-Capacity Insurance Agency, LLC, provides different types of insurance including bus & limo, physical damage and workers compensation. Shown, left to right, are Michael McDaniels, vice president; and Chris Lang, account executive.



Bitimec Wash-Bots, Inc.

Bitimec Wash-Bots, Inc., supplies various vehicle washing and cleaning products to the bus and motorcoach industry. Shown, left to right, are company representatives Tea Kostandinis and Christian Murillo.



De Leo/Epengle Tekstil

A provider of fabric and upholstery services for the bus and motorcoach industry is De Leo/Epengle Tekstil. Shown, left to right, are Ahmet Urkut, sales & marketing manager for Epengle Tekstil; and Ismail Arslan, vice president of business development for De Leo.

UMA Motorcoach Expo 2017 Booth Photo Gallery



ABC Companies

An exclusive U.S. distributor of new Van Hool products, ABC Companies also specializes in collision repair, financial services, parts and used bus sales and has various service facilities in place.



Transportation Insurance Brokers (TIB)

Among the types of insurance provided by Transportation Insurance Brokers (TIB) are bus & limo and workers compensation. Shown, left to right, are company representatives Daniel Walis and James Wishengrad.



Kiel NA LLC

A manufacturer of seats, Kiel NA LLC also provides various parts, accessories and seat cover replacements for the bus and motorcoach industry. Shown, left to right, are company representatives Heiko Krahn and Tony Cunnane.



Dixie Electric

A supplier of alternators, generators and starters for the bus and motorcoach industry is Dixie Electric. Shown is Phil Simpson, sales manager.



CBM US Inc.

CBM US Inc., supplies spare parts for motorcoaches, buses and trams. Shown, left to right, are Mathias Urban, director; Walt Supplee, sales manager; Alain Fauconnet, chairman; and Samuel Turboust, managing director.



Idrive, Inc.

Among the products that are provided by Idrive, Inc., for the bus and motorcoach industry are global positioning systems, security devices, transit management systems, vehicle monitoring systems and video surveillance equipment.

UMA Motorcoach Expo 2017 Booth Photo Gallery



Kirk's Automotive Inc.

Providing air conditioning parts and systems, alternators, generators, starters and steering parts and systems for the bus and motorcoach industry is Kirk's Automotive Inc. Shown, left to right, are company representatives Bob Kirkman and Mark Weiby.



BYD Motors Inc.

BYD Motors Inc., provides a variety of motorcoach and transit bus vehicle options. The company also supplies parts as well as customer service, financing and warranty support.



AngelTrax

Among the various products provided for the bus and motorcoach industry by AngelTrax are vehicle monitoring systems and video surveillance equipment.



Lazerini Corporation

A seat manufacturer and supplier of parts/accessories to the bus and motorcoach industry is Lazerini Corporation. Shown, left to right, are Franco Paganuzzi, sales director; and Bill Burrows, chairman.



Motorcoach Tire Sales, LLC

Motorcoach Tire Sales, LLC, supplies tires to the North American tour bus and motorcoach industry. The company partners with select major manufacturers.



J&J Chemical

J&J Chemical supplies bus washing products including brushes and chemicals; interior bus cleaning items; odor control products; and chemicals for toilets. Shown, left to right, are Jaiker Cham, Latin America/Caribbean sales manager; and Todd Brooks, customer service manager.



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