

Bus & Motorcoach NEWS

WHAT'S GOING ON IN THE BUS INDUSTRY

Medical certificate/CDL merger deadline delayed

WASHINGTON — Deadlines, it seems, are never easy to meet for the Federal Motor Carrier Administration.

The latest example came last month when the agency announced that the deadline for drivers to provide medical certification to their CDL-issuing state is being delayed by a year, pushing it to Jan. 30, 2015. (See Jan. 15 *Bus & Motorcoach News*.)

The announcement came less than three weeks before the requirement was to become effective.

The delay means all interstate commercial driver's license holders must retain paper copies of their medical examiner's certificate and continue to make the document available for review upon request at the roadside by federal and state commercial motor vehicle inspectors.

More than five years ago, the FMCSA issued a final rule that had — as its overarching objective — the modernizing, streamlining and simplifying of recordkeeping obligations for drivers, motor carriers and state governments.

It would do that, in large measure, by requiring that a driver's medical certification record be merged with state-issued CDLs.

States received support from the FMCSA to implement the necessary information technology system upgrades and merge the records into one online database — the Commercial Driver's License Information System.

But the FMCSA announced last month it was implementing a one-year extension "to protect commercial drivers from being cited for violations because some

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Legislation aimed at jitneys racing ahead in New Jersey

TRENTON, N.J. — A bill applying state regulation to so-called jitney buses is racing through the New Jersey legislature in response to a July crash that killed an eight-month-old girl who was being pushed in her stroller on a sidewalk.

Senate Bill 3082 is being called "Angelic's Law" after Angelie Paredes, who was killed in West New York, N.J.

Idowu Daramola, 48, of Queens, N.Y., was allegedly using a cell phone while driving a jitney that veered off the street and hit a lamp pole that fell onto the stroller, which was being pushed by the girl's mother.

The bus then hit a tree, knocked over a traffic light and struck a parked car that hit three other ve-

hicles. Seven people were injured.

Daramola faces charges of death by auto, reckless driving, and using a cellphone while operating a vehicle. He was initially held on \$250,000 cash bail.

In New Jersey, the death-by-auto charge could bring a prison sentence of 5-to-10 years.

Daramola was driving a bus owned by Boulevard Lines of Ridgefield, N.J.

The proposed law, Senate Bill 3082, was introduced in December.

One of the bill's sponsors alleges that some of the region's jitney operators are not properly licensed. He acknowledges that federal action will be needed to fully regulate jitneys, which often travel across state lines.

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UNITED MOTORCOACH ASSOCIATION

MOTORCOACH EXPO 2014



Heading West. UMA Motorcoach Expo at Travel Exchange heads to California this month, with a four-day show in Los Angeles. Expo again

will be held jointly with the annual convention of NTA. The L.A. Convention Center will host both groups and events.

Coach sales dip in third quarter

Combined sales of new MCI, Prevost, Setra, Van Hool and Volvo motorcoaches appear to have declined during the third quarter of last year.

Deliveries by the five brands totaled 324 new motorcoaches for the three months ended Sept. 30, the American Bus Association Foundation reported.

A direct comparison with sales for the third quarter of 2012 isn't possible because apples-to-apples figures aren't available.

However, industry sales figures compiled in late 2012 by *National Bus Trader* magazine for the third quarter of that year point to a modest new-coach delivery

fall-off during July, August and September 2013.

National Bus Trader reported that MCI, Prevost, Setra and Volvo sold 283 new coaches during the third quarter of 2012. Missing from that total were sales of Van Hool coaches, which were being withheld from *National Bus Trader* at the time.

Had the Van Hool numbers been included, third-quarter 2013 sales likely would have totaled above 350 new coaches.

An apples-to-apples comparison with the third quarter of 2011 can be made. During that quarter, the five brands delivered a total of 355 new coaches.

Sales during the first nine months of last year by the five brands totaled 1,104 new buses. That includes a dozen or so 35-foot, motorcoach-style buses. Sales of the motorcoach-style buses were not included in the third-quarter 2013 figures reported above.

Much of the third-quarter 2013 weakness appears to be because of a sharp drop in coach deliveries to public transit agencies.

Transit systems bought only 26 40- and 45-foot coaches during the third quarter of last year. During quarters one and two of 2013, public transit agencies purchased a total of 114 new coaches, or an

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San Francisco develops plan for private commuter buses

SAN FRANCISCO — City officials here say they have reached an agreement with private commuter shuttle bus providers, calling for city permits, fees and safety requirements for using public bus stops.

The agreement covers an 18-month pilot program.

The employer-provided shuttles handle more than 35,000 boardings daily, mainly on trips to and from high-tech firms in the San Francisco-San Jose, Calif. area, including Silicon Valley firms, biotech companies, hospi-

tals and universities.

“This agreement will help the city realize the benefits that come with commuter shuttles, such as keeping thousands of cars off our roads and preventing gridlock, while ensuring companies pay their fair share and don’t delay our public transportation system,” San Francisco Mayor Ed Lee said in a statement.

It calls for shuttles to use 200 of the city’s 2,500 bus zones, roughly the same number they currently use, for a fee of \$1 per day per stop. The fees will cover the

cost of the program, estimated at \$1.5 million.

Under the agreement, the permitted shuttle buses will be required to yield to transit buses and pull to the front of bus zones to make more room for other vehicles; avoid steep and narrow streets, and provide ridership figures and location information for enforcement and program management.

At a press conference to announce the program, city officials credited the shuttles with helping to reduce traffic and greenhouse gases.

The buses eliminate more than 45 million vehicle miles traveled and 761,000 metric tons of carbon a year from the region’s roads and air, according to the San Francisco Municipal Transportation Authority.

Officials also addressed recent events in which the shuttle buses have been targeted in protests against the tech boom and its perceived effects on rising housing costs, which have forced long-time residents, artists and community activists to move.

“We need to stop politicizing people’s ability to get to work,”

said San Francisco Supervisor Scott Wiener, whose district includes neighborhoods with soaring real-estate values.

Said Lee: “I think shuttles are here to stay.”

The pilot program needs approval from the San Francisco Muni board.

The San Francisco Municipal Transportation Authority then will ask shuttle providers to designate specific stops they want to use, and for input from residents.

The final plan will be presented at a public hearing in late spring.

UMA suit challenging Texas ordinance hits pothole

AUSTIN, Texas — A city ordinance challenged in a lawsuit filed by the United Motorcoach Association is getting a closer look by a federal judge after a hearing last month that was conducted to evaluate the ordinance’s legality.

U.S. District Judge Sam Sparks scheduled an evidentiary hearing for late January to further review the ordinance, designed to regulate charter buses and impose fees for operating motorcoaches within the city limits of Austin. (See Dec. 15

and Aug. 15 *Bus & Motorcoach News*.)

UMA attorney Dan Mastromarco contended in last month’s hearing that the ordinance, approved in June, would hinder motorcoach operators from doing business in Austin.

City attorney Chris Coppola emphasized the ordinance’s safety-related regulations, such as inspections and requirements for minimum insurance and commercial driver’s licenses.

“The fundamental issue we’re here to talk about is operating authority,” Mastromarco told the judge.

“The question is really not so much, ‘Can they issue safety rules?’ The question becomes, ‘Can they affect the operating authority?’ The ordinance is establishing rules that are different from and sometimes more stringent than the federal regulations.”

After the hearing, the city law department released a statement

saying, “This case is currently in the early stages of the litigation process as the city has yet to file an answer to the suit. The city of Austin looks forward to defending its ordinance during the upcoming evidentiary hearing later this month.”

That hearing was scheduled for Jan. 27 — after this issue went to the printer.

Sparks requested that Mastromarco submit a list of the ordinance’s provisions with which the UMA takes issue, including

whether each is considered safety-related and why.

“Even if it (the ordinance) did not take away the operating authority, these rules are hardly safety-related; they’re economic,” Mastromarco said later in an interview.

“How does it improve the safety of a bus to pay a fee? To ensure that it doesn’t have faded paint? To ensure that they can’t have more than five newspapers?”

The Austin ordinance has a

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THE DOCKET

Trade Center security plan riles neighbors

NEW YORK — Motorcoach operators finally might be catching a break from city officials here. But it could be short lived.

After years of feuding over a wide range of driving and parking restrictions in lower Manhattan, the city appears ready to accommodate the many buses that will be bringing thousands of tourists to the area when the rebuilt World Trade Center opens.

However, a group of nearby residents is suing the city over a proposed security plan for the site that they claim favors tourists over

the people who live there.

The plan, which the suit seeks to halt, includes a massive barrier system with guard booths, gates and fencing that would restrict access to and from the area.

"The police seem to do everything for the tourists at the expense of the community," complained Mary Perillo, a long-time resident of the area and a lead plaintiff in the court action filed by the World Trade Center Neighborhood Alliance.

She complained to CBS radio station WCBS-AM that the secu-

rity system will make it difficult for residents to drive their cars through the area, while allowing tour buses easier access.

In addition to office buildings and a 9-11 memorial, the new center site includes a major transit hub for bus traffic and tourists.

"It creates a situation where we've got up to 42 tour buses an hour idling in front of two high schools. And then (idling) on the busiest corner in our neighborhood before they turn and take up to 16 minutes apiece unloading their passengers," Perillo said.

Another resident, Deborah Petti, worried that the security checkpoints and tour buses would create pollution throughout the neighborhood and traffic conges-

tion on the narrow streets.

The city, however, maintains the security plan is critical to the development of the area.

"This is the plan for public safety for one of the most sensitive sites in the country," Amy McCamphill of the city law department told the news media, stressing that the police department and the city stand behind the plan.

Meantime, State Supreme Court Judge Margaret Chan, who heard arguments on the law suit in January, said she will visit the site for a first-hand look before making a decision.

If not derailed by the legal action, the security plan is expected to take two years to develop at a cost of about \$40 million.

IRS issues mileage rates

WASHINGTON — The Internal Revenue Service has issued the mileage rates it will allow as a business deduction for 2014.

For miles driven in a car or panel truck, the rate is 56 cents a mile.

Lesser amounts are allowed for mileage accrued in association with allowable medical expenses (23.5 cents), in moving for a business-related purpose (23.5 cents), or in the service of a charity (14 cents).

There are more details in IRS Notice 2013-80, issued late last year, and available at: www.irs.gov/pub/irs-drop/n-13-80.pdf.

The IRS also has announced it will begin the filing season for 2013 personal income tax on Jan 31, a little late, due to the partial closing of the federal government in October.

The season opened late in 2013, too, because Congress made changes to the Tax Code at the very end of 2012.

The IRS notes, however, that the April 15 filing deadline will not be changed, although individuals can request an automatic six-month extension to file (though they must still pay on time).

Previously, truckers with annual gross transportation revenue

Feds alter reporting requirement

WASHINGTON — The Federal Motor Carrier Administration eliminated its quarterly financial reporting requirement for motor carriers that haul property or household goods, but it left unchanged the annual financial reporting requirement for bus companies with annual operating revenue of more than \$5 million.

Previously, truckers with annual gross transportation revenue

of more than \$3 million had to make quarterly financial reports to the FMCSA.

Although the agency eliminated that requirement, truckers still would have to file an annual financial report, as do passenger carriers with annual operating revenue of more than \$5 million.

The rule went into effect Jan. 14, and will affect 110 truck and bus companies.

Enforcement triples during CVSA blitz

GREENBELT, Md. — Law enforcement and vehicle inspection officers, working as part of the Commercial Vehicle Safety Alliance Operation Safe Driver, pulled over nearly 75,000 vehicles during the weeklong enforcement blitz in October, nearly three times the number stopped in 2012, CVSA reported.

Of those pulled over, 29,048 drivers were in trucks or buses, while the rest were in passenger vehicles.

Passenger car drivers were cited or warned for speeding 56 percent of the time they were pulled over during the Oct. 20-26 increased-enforcement effort, compared to 7.3 percent of commercial drivers.

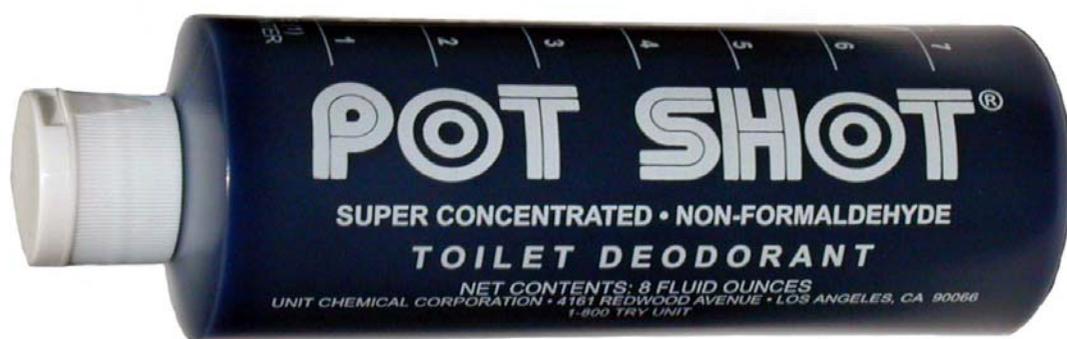
Speeding was the most common citation or warning for both classes of drivers, followed by failure to use a seatbelt and ignoring traffic control devices, CVSA said.

"Operation Safe Driver continues to increase its impact each year in targeting problem behaviors by all drivers, whether they drive a passenger car or a (commercial motor vehicle), and by taking action on those who need it," said CVSA President Sgt. Thomas Fuller of the New York State Police.

"We will continue to grow our enforcement and outreach efforts until we can eliminate those driving behaviors that have been shown to cause or contribute to crashes involving large trucks and buses."

The percentage of drivers cited or warned for speeding and seatbelt use declined in both driver categories.

CVSA launched Operation Safe Driver in 2007 to crack down on unsafe driving behavior.



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Webinars will tackle registration system

ARLINGTON, Va. — The Federal Motor Carrier Safety Administration National Training Center is conducting a series of webinars in February on the Unified Registration System.

The webinars are for bus and truck operators and industry safety stakeholders.

The Unified Registration System is the relatively new — and apparently little understood — electronic on-line registration process that's supposed to streamline and simplify FMCSA/USDOT registration, and serve as a clearinghouse and depository of information on all entities regulated by the agency, including bus and motorcoach operators.

The United Motorcoach Asso-

ciation reports it gets lots of questions from operators about the Unified Registration System.

When fully functional, the system will combine multiple registration processes, information technology systems and forms into a single, electronic online registration process.

There are two effective dates related to the system: Nov. 1, 2013, and Oct. 23, 2015.

On Nov. 1, new enforcement provisions for failing to file biennial updates with the FMCSA, and a prohibition against operating with an inactive USDOT number, took effect. (See Nov. 15 *Bus & Motorcoach News*.)

On Oct. 23, 2015, the FMCSA will begin requiring all bus and

truck operators registering, or providing information to the agency, do so through the Unified Registration System electronic online process.

The system is replacing manual FMCSA and USDOT registration processes, and it's expected to improve the ability of the FMCSA to locate small and medium-sized private and exempt for-hire motor carriers for enforcement action. Investigators will be able to work with designated process agents to locate and/or serve documents on hard-to-find motor carriers.

This month's webinars will build awareness of the implementation of the enforcement provisions in the Unified Registration System, including its big hammer: the automatic deactivation of a carrier's

USDOT number for failure to complete its biennial update of registration information when due.

There will be four webinars this month. They are (all are EST):

- Wednesday, Feb. 19, 10-11:30 a.m.
- Wednesday, Feb. 19, 2-3:30 p.m.
- Wednesday, Feb. 26, 11 a.m.-12:30 p.m.
- Wednesday, Feb. 26, 4-5:30 p.m.

Registration information can be found on the FMCSA website. Go to www.fmcsa.dot.gov and click on the Registration & Licensing block at the top of the page. Scroll down to the Unified Registration System (URS) section. Look for the link to the webinars.

Future of 'bonus depreciation' is iffy proposition

WASHINGTON — Congress appears to be in no hurry to reinstate so-called bonus depreciation.

The bonus depreciation tax deduction expired at the end of last year and the tax break's future is murky.

Bonus depreciation allowed bus owners to write off 50 percent of the cost of new buses and certain other equipment during the first year of ownership in 2013.

Typically, depreciation is written off gradually as a new asset loses value with age.

Congress created the bonus depreciation program in 2010 to help lift the manufacturing sector from the recession.

Owners buying equipment for their businesses could write off 100 percent of their purchase cost in the 2011 tax year. The benefit was extended under the deal that avoided the "fiscal cliff" in 2013 but at the reduced level.

Congress could vote this year to reinstate the bonus depreciation program, along with other business tax breaks that are expiring, and apply it retroactively.

Connecticut to drivers: Get the snow off or else...

HARTFORD, CONN. — Beginning this month, Connecticut State Police will begin targeting and ticketing commercial bus and truck drivers who fail to remove ice and snow from their vehicles before driving on state streets and highways.

A three-year-old snow removal law for automobiles was extended to truck and buses at the end of

last year.

However, police opted not to issue tickets during January because they wanted to give drivers an opportunity to learn about the regulation.

"We know there is a learning curve for everyone and we wanted to be fair to drivers passing through our state," said Lt. Paul Vance.

He said the law is aimed at pre-

venting chunks of ice and snow from flying off the tops of buses and trucks and causing accidents that could injure motorists or damage their vehicles.

"We want to stop 'ice missiles' from coming off those vehicles," Vance added.

Drivers who cause injury or property damage because they failed to remove ice or snow from

their vehicles could be fined as much as \$1,250. Traffic tickets for violating the law carry a \$75 fine.

The snow removal law was passed by state legislators in 2010, but it initially only impacted drivers of cars and small trucks.

New Jersey is believed to be the only other state to have a vehicle snow removal law. Violators of that state's law can be fined \$25 to \$75.



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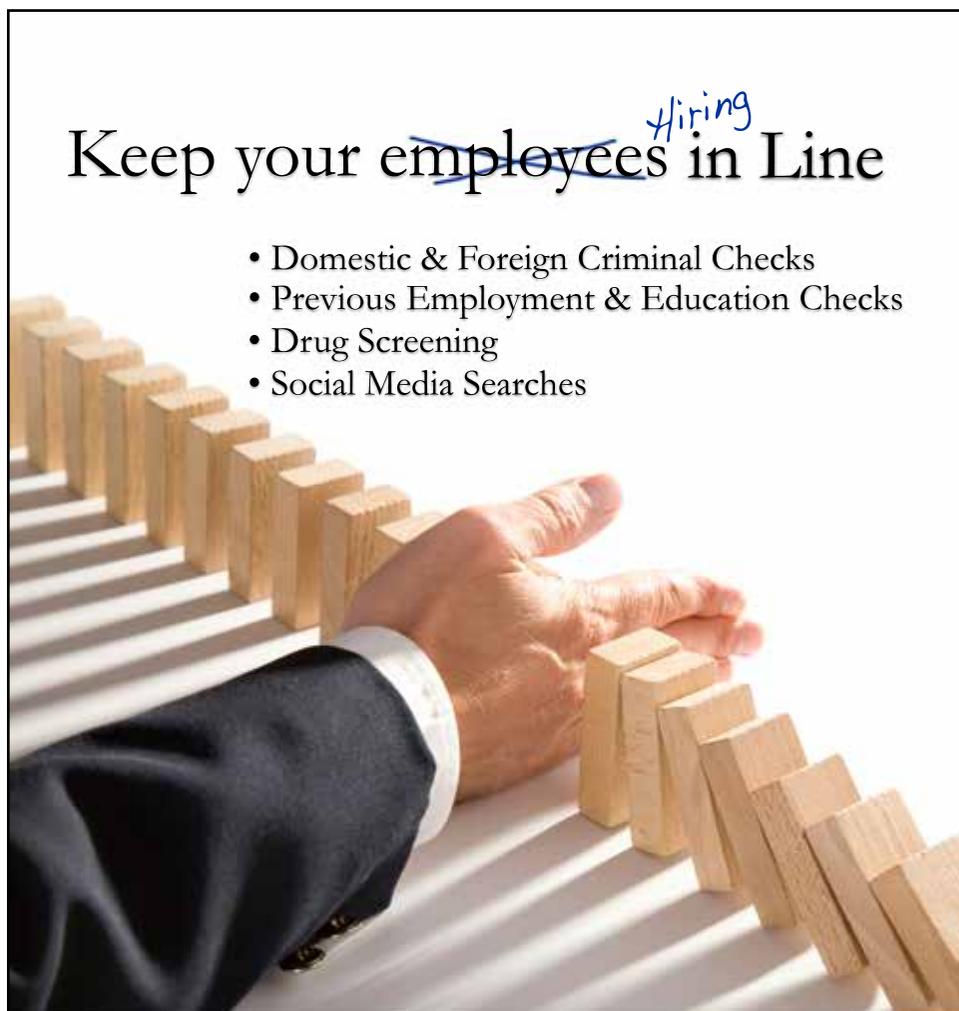
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FMCSA toughens its rules for new-entrant operators

WASHINGTON — The Federal Motor Carrier Safety Administration has published a list of 16 violations that will result in the automatic failure of a new-entrant safety audit.

According to the safety agency, the rules “are essential elements of basic safety management controls necessary to operate in interstate commerce and make a carrier’s failure to comply with any one of the 16 regulations an automatic failure of the safety audit.”

The FMCSA added that if certain violations are discovered during roadside inspections, new entrants are now subject to expedited actions to correct the deficiencies.

The rules were published in the *Federal Register*.

The FMCSA conducts a safety audit of a new-entrant carrier to determine if the carrier is exercising basic safety management controls.

If the new entrant passes the audit, it retains the new-entrant registration while remaining subject to the new-entrant safety monitoring system for an 18-month period, and is granted permanent registration if it successfully completes the monitoring period.

An automatic failure will be the result of a single occurrence of:

- Failing to implement an alcohol and/or controlled substances testing program
- Using a driver known to have an alcohol content of 0.04 or greater to perform a safety-sensitive function
- Using a driver who has refused to submit to an alcohol or controlled substances test
- Using a driver known to have tested positive for a controlled substance
- Failing to implement a random controlled substances and/or alcohol testing program
- Knowingly using a driver who does not possess a valid CDL
- Knowingly allowing, requiring, permitting, or authorizing an employee with a commercial driver’s license that is suspended, revoked, or canceled by a state or

who is disqualified to operate a commercial motor vehicle

- Knowingly allowing, requiring, permitting, or authorizing a driver to drive who is disqualified to drive a commercial motor vehicle.

- Operating a motor vehicle without having in effect the required minimum levels of financial responsibility coverage

- Operating a passenger carrying vehicle without having in effect the required minimum levels of financial responsibility

- Knowingly using a disqualified driver

- Knowingly using a physically unqualified driver

- Requiring or permitting the operation of a commercial motor vehicle declared “out-of-service” before repairs are made

- Failing to correct out-of-service defects listed by driver in a driver vehicle inspection report before the vehicle is operated again.

In addition, a carrier will fail the audit if 51 percent or more of examined records show it failed to require a driver to make a record of duty status or used a commercial motor vehicle not periodically inspected.

“FMCSA believes this rule will improve the agency’s ability to identify at-risk new entrant carriers and ensure deficiencies in basic safety management controls are corrected before the new entrant is granted permanent registration,” the final rule stated. “These changes do not impose additional regulatory requirements on any new entrant carrier because these carriers are already required to comply with all applicable rules.”

The agency made minor changes to the interim final rule after receiving comments from industry and public interest groups, most notably increasing the number of violations from 11 to 16 and further defining ways to catch “chameleon carriers,” or carriers that attempt to register as a new entrant to evade enforcement action.

FMCSA schedules new listening sessions on new-operator testing

WASHINGTON — The Federal Motor Carrier Safety Administration has expanded its schedule of listening sessions on how new bus and truck operators should be tested for industry knowledge.

The FMCSA said it will add two sessions beyond one that was con-

ducted last month at ABA Marketplace in Nashville, Tenn.

The new sessions will be March 28 at the Mid-America Trucking Show in Louisville, Ky., and April 7 at a Commercial Vehicle Safety Alliance conference in Los Angeles.

As part of the current federal

D.C. ban on diesels is averted

WASHINGTON — A plan to ban the registration of new diesel vehicles in the District of Columbia has been averted after an assortment of engine, trucking and automotive industry groups testified the legislation would violate federal law and harm D.C.’s economy.

The testimony came at a joint district council committee meeting last month, after which Councilwoman Mary Cheh said the bill’s language would need to be revised.

“We now recognize this is not a provision that will stay as it is,”

Cheh said. “It just doesn’t make any sense.”

As an alternative, Cheh suggested the district could require that diesel fuel sold there be at least 5 percent biodiesel, an idea that the industry representatives said they would not oppose.

The original language in the bill would have not allowed the registration of any new vehicle beginning in 2018 that operates “exclusively on the combustion of petroleum diesel fuel.” (See Jan. 1 and Dec. 15 issues of *Bus & Motorcoach News*.)

City officials said the pro-

posed Sustainable D.C. Omnibus Act of 2013 was intended to encourage motor carriers to convert their fleets to alternative fuels, and not to block diesel vehicles from operating in the district.

Cheh asked the stakeholders group to offer alternative legislative language to make it clear that it would not ban diesel vehicles.

Those who testified against the proposal included representatives from Daimler AG, the Alliance of Automobile Manufacturers, the Truck and Engine Manufacturers Association, and the Diesel Technology Forum.

Illinois increases speeds 70 mph

SPRINGFIELD, Ill. — Motorcoach drivers now can push their top speed to 70 miles an hour — up from 65 — on most interstates in Illinois.

But they’ll have to watch their speed more carefully when they’re traveling in the heavily populated counties around metro Chicago.

Under a state law that took effect last month, commercial buses and trucks are allowed to match the maximum speed limit of cars and pickup trucks at 70 miles an hour on about 87 percent of Illinois interstates and about 28 percent of its toll roads.

However, in Cook, DuPage, Kane, Lake, McHenry and Will counties — all in the Chicago area — buses and trucks are restricted to traveling at a maximum of 55 miles an hour or the posted speed limit, whichever is less, according to the Illinois Department of Transportation.

IDOT Secretary Ann L. Schneider said work crews are in the process of installing about 900 new speed limit signs and drivers should be alert to the legal speed wherever they are driving in the state.

“It’s very important that motorists obey the posted speed lim-

its,” she said.

Illinois Tollway Executive Director Kristi Lafleur said the new speed limit on the state’s 286-mile toll system is limited to various highway segments that can accommodate the higher speed.

In addition to boosting the speed limit, the law also lowers — by five miles an hour — the speed at which drivers may be charged by police with a more severe charge of “excessive speeding.”

The new threshold for the penalty is 26 miles an hour over the posted speed limit, up from 31 under the old law.

Rule delayed

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states are not yet in full compliance with the new system.”

So, drivers will still be responsible for having with them — when they are behind the wheel — paper copies of their medical certification, as is required now, until the new deadline.

Motorcoach operators, too, must continue to have copies of drivers’ medical certificates until the January 2015 deadline.

Before the deadline was extended, all drivers had until Jan. 30, 2014, to report to their state their operating status — interstate or intrastate, basically — and furnish a valid medical examiner’s certificate to their state CDL-issuing agency.

Apparently, some states dragged their feet getting ready to implement the change, failing to adequately notify drivers and not

highway and public transportation law, Congress told the FMCSA to test new entrants to the industry on their knowledge of regulations.

The listening sessions are designed for the agency to gather opinions on how the tests should work and what they should cover before it releases a proposed rule.

setting up proper channels for drivers to self-report, forcing the FMCSA to delay the deadline to next January.

To some observers it was disconcerting that the deadline was so close before the FMCSA realized states weren’t going to be able to comply.

Since Jan. 30, 2012, drivers have been required to report their operating status and provide medical certificates when renewing their CDL, which will still be the case during the next 12 months.

Drivers who do not self-report are subject to losing their CDL privileges.

The next big deadline facing the FMCSA comes in May when — under a separate rule — driver physical examinations can only be completed by examiners who are

on what is called the National Registry of Certified Medical Examiners.

Under that rule, which is supposed to go into effect May 21, it is the responsibility of the motor carrier to verify that the medical examiners who conduct examinations of company drivers are listed in the registry.

Physicals completed prior to May 21 are valid until their expiration date, even if the examiner is not in the registry.

“My guess is they will kick the can (down the road) on the approved-physicians rule as well,” said one FMCSA watcher. “And, they may wait to the last minute, as well.”

“Surprisingly,” added this industry veteran, “examiners are slowly signing up.”



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Washington 2014: More rules, more road-funding tumult

WASHINGTON — If you liked 2013 Washington, you're bound to be mesmerized by 2014 Washington.

This year promised to be more of the same...and then some.

Debate over a new highway finance law, greenhouse-gas emissions standards for commercial vehicles, and a mandate for electronic logs to record drivers' hours of service are three of the issues the motorcoach industry will face this year.

Also coming are the midterm congressional elections and a continuing barrage of new regulations aimed at improving highway safety and driver health.

Not surprisingly, most of the

issues — at their core — are about the money.

Prospects for passage of a highway funding bill to replace the current law, MAP-21, that expires Sept. 30, will largely hinge on whether to raise federal fuel taxes to replenish the depleted Highway Trust Fund.

Unless lawmakers can find new sources of revenue it's not likely they'll get a highway bill completed before the current one expires, and the difficulty of finding new revenue probably cannot be overstated.

Bus operators also should probably gird themselves for what one safety consultant calls an "enforcement tsunami" this year.

"We have all seen and experienced some incredible changes and a dramatic increase of enforcement by the (Federal Motor Carrier Safety Administration)," he said.

"We all must know and prepare for making 2014 a year to remember."

Most ground transportation safety experts also expect a number of regulatory initiatives this year, including a final rule requiring bus and truck carriers to use electronic logs.

Additionally, the FMCSA is expected to come out with a proposal to create a new carrier-safety rating process and to set standards for testing drivers for sleep apnea.

The agency also is stepping up enforcement of new registration requirements.

The importance of the FMCSA Compliance, Safety, Accountability program — the system put in place by the agency in 2010 to evaluate data from crashes, roadside inspections and Compliance Reviews to target carriers and drivers for enforcement action — continues to grow.

CSA has gotten more important because of the increased use of CSA scores by insurers, finance companies and many customers to evaluate operators' safety performance.

Other areas of safety and enforcement focus include new-carri-

er registration requirements under MAP-21 and a new system for certifying medical examiners (see related articles on pages 5 and 1.)

On Jan. 1, new standards regulating greenhouse-gas emissions and fuel economy of heavy-duty commercial vehicles took effect.

While the rules on NOx and soot remain in place, the U.S. Environmental Protection Agency and the National Highway Traffic Safety Administration added grams of carbon dioxide emissions per ton-mile and gallons of fuel used.

The 2014 engine standard is a 3 percent tightening over the EPA estimate for the average heavy-duty highway engine made in 2010.

U.S. Chamber to push highway bill for 2014

WASHINGTON — The U.S. Chamber of Commerce announced it will make it a priority to lobby for a new surface transportation authorization law this year as the current one expires.

In a speech last month outlining his group's plans for 2014, chamber President Tom Donahue called infrastructure important for global trade and the movement of energy resources.

"Trading around the world and moving energy across the country requires a safe, seamless and modern infrastructure," Donahue said.

"Families, workers, visitors, tourists and our environment need it too — to speed mobility, conserve energy, clean the air and save lives."

Donahue said the chamber "will work for a multiyear reauthorization" of surface transportation programs, in addition to a port and water infrastructure reauthorization, which Congress has worked

on in recent months.

He also said the chamber plans to aggressively back "pro-business" candidates and go against some Tea Party opponents in elections this year.

"In 2014, the chamber will work to protect and expand a pro-business majority in the House and advance our position and our influence in the Senate," Donahue said.

"The business community understands what's at stake."

Donahue said the chamber will support candidates who favor trade, energy development and immigration reform.

The first Congressional hearing on a new surface transportation authorization bill was conducted last month.

The current authorization law, which sets the spending levels for federal highway construction and maintenance programs, expires Sept. 30.

Fines in 'whistle-blower' cases

WASHINGTON — Two trucking companies have received orders from the U.S. Labor Department Occupational Safety and Health Administration to compensate workers who said they were unable to drive because of illness.

OSHA described the carriers — Prime Inc. and Oak Harbor Freight Lines — as violating "whistle-blower" protections in the Surface Transportation Assistance Act.

Both companies denied wrongdoing and said they will appeal the rulings from OSHA administrative law judges.

The order against Prime calls for the company to pay a former employee nearly \$101,000 in back wages and damages and take other corrective action, based on incidents that started in 2008.

Oak Harbor of Auburn, Wash., was ordered to pay lost wages of an unspecified amount, remove any occurrence from the driver's personnel file and post notices in its terminals for drivers so they

can read about their rights under the Surface Transportation Assistance Act, the agency said in a statement. That case dates to 2010.

Oak Harbor spokesman Mike Hobby said the company has "a long record of compliance with the USDOT and OSHA laws, and a safety record that illustrates we hold the safety of our people and the motoring public as a first priority."

He said the agency was not forthcoming in presenting its charges against the company.

"Oak Harbor had to file suit against OSHA to get OSHA to issue their preliminary findings so Oak Harbor could defend its actions....Oak Harbor believes the process is now moving forward and when all the facts are considered, the findings will be that Oak Harbor did not violate the law," Hobby said.

OSHA officials said the agency determined that the attendance policy at Oak Harbor punished drivers by issuing them notices of

"occurrences" that can result in disciplinary action or termination for failing to drive, regardless of possible safety concerns.

A driver working for the company in Portland was suspended without pay indefinitely before being fired in September 2010 in retaliation for refusing to drive in violation of the Ill or Fatigued Operator Rule.

OSHA found the driver had notified the company he was sick and taking a prescribed narcotic cough suppressant. Upon his termination, the worker filed a whistleblower complaint under the Surface Transportation Assistance Act.

"Punishing workers for exercising their right to refuse driving assignments is against the law," said David L. Mahlum, OSHA acting regional administrator in Seattle. "A company cannot place its attendance policies ahead of the safety of its drivers and that of the public."

Oak Harbor has very low CSA scores.

How to contact us

To submit or report news, Letters to the Editor, articles, news releases or to report corrections:

E-mail: bsankey@busandmotorcoachnews.com

Fax: (405) 942-6201

Mail: 3108 NW 54th Street
Oklahoma City, OK 73112

Call: (866) 930-8421

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Wouldn't it be great if politicians tackled their *whole* job?

By Dave Millhouser

I was on the Dean's List in college.

You, who've noted my shaky grasp of the English language, will be stunned, until you realize it was the Dean's OTHER list.

At Parents' Day one year, the dean told my dad that if "David spent half as much effort studying as he does finding excuses to avoid class...he'd be OK."

And he was right.

I would do almost anything to avoid doing what I was really in school for.

It's probably a miracle I didn't grow up to be...a politician.

Is it me, or have you also noticed how incredibly creative today's politicians are at finding new sources of revenue? And how little effort they put into reducing expenses and waste in government?

This shouldn't be a political thing...liberals and conservatives can have a legitimate debate over how tax money should be spent, but it shouldn't be in anybody's interest to waste money. (Unless, of course, the waste ends up in the pockets of political bedfellows

who contribute cash or votes.)

Businesses that are successful over the long term are disciplined in a number of ways.

Generating revenue is part of the picture but so is controlling costs and waste, as well as providing real value to customers.

When a company's expenses or waste spiral out of control, unless it's in a monopoly situation, it can't just wave a magic wand and raise more revenue.

Alas, government IS a monopoly that seems to have no stake (or interest) in controlling costs. Today's politicians' idea of a "budget cut" is slower growth. And the only solution to nearly every problem is increased revenue.

And, as noted, are they ever creative.

How can we be against someone paying their "fair share" or "user fees?"

Taxing businesses is fun because voters don't seem to see that, in the end, they're paying the tax indirectly. Law enforcement is deamed when fines become a "revenue stream."

In New York state, the Bus Association of New York was success-

ful in defeating a sales tax on charter revenue, and the limousine and taxi industry is trying to get a similar tax on their services repealed.

Thinking people know that such a tax is passed on to customers, but legislators think it's virtuous to tax businesses rather than the public directly... businesses that are already paying (and spending money accounting for) innumerable other taxes and fees.

An amusing new push, in some jurisdictions, is to tax the mileage a car travels. One of the commonsense virtues of a fuel tax is that it rewards economy. The fewer gallons you buy, the less tax you pay. Vehicles became lighter (less road damage and more economical) and smaller (fewer emissions). Voila, success. Fuel is saved, pollution reduced.

But, golly, gee whiz...the lighter, more efficient cars are now generating substantially less revenue. Rather than trumpet the success of fuel taxes (and raise 'em a bit, gaining more success), we gotta have a NEW tax, for more revenue. Can't raise the fuel tax because folks would notice every time they gas up.

One reason we need more rev-

enue is because a significant chunk of the fuel tax, which was supposed to be spent on infrastructure, is spent on other things. BUT if we're against new taxes, we're FOR bridges falling down.

I raise the BANY sales tax triumph in New York as an illustration of part of what needs to happen. Their lobbyist was alert enough to nip that one in the bud, by immediately drawing attention to it, and pressing the industry's case on legislators.

Betcha the limo guys wish they'd seen it coming.

State and national associations are key tools in identifying threats and fighting them.

But the thing that is most upsetting is that these politicians are like...me. Using their talent and energy to avoid a critical part of their job — controlling waste and expense. My excuse is that I was 18. What's theirs?

So, another thing we should be doing is identifying and supporting leaders willing to take on the whole job.

In addition to solving real problems, they need to identify and eliminate programs that don't

work — some because their time has past, some because they were flawed concepts, and some because they're poorly run. Liberal pro-



Dave Millhouser

grams AND conservative ones. Each has failures.

Let me sneak a little theology in here.

The commandment about taking the Lord's name in vain is not about cussing. It means you don't try to depict God as being "on your side" in an ungodly venture. Most politicians are gonna burn over that one.

Pork barrel projects and programs that buy votes, using our money, are not "God's work"... they're politics.

Just venting here. And I'm not sure you should pay too much attention to a guy who watched "Animal House" five times before realizing it wasn't a documentary about his college days.

Dave Millhouser is a bus industry marketing consultant and freelance writer. Contact him by email at: Davemillhouser@gmail.com.

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S.C. operator Walter Bryant dies

NORTH CHARLESTON, S.C. — A former leader of the motorcoach industry in South Carolina, Walter Bryant Jr., died in late December. He was 63.

Mr. Bryant was the owner of Bryant Tours, a small coach operation based in North Charleston.

He was elected president of the Motorcoach Association of South Carolina twice, and served on the association board.

He is survived by his wife, Kim, and children Carey, Stephanie, Walter and Kevin Bryant and Robert Ganaway.

People

WEST CHESTER, Pa. — *Shawn McGlinchey* has been promoted to vice president of risk management at **Krapf Bus Companies**.

McGlinchey joined the Krapf companies about four years ago as director of risk management, following 23 years in the safety/risk management area with **Harleysville Insurance Co.**

As head of risk management at Krapf he is responsible for the oversight of the safety and risk management activities and the corporate commercial insurance programs for all company entities.

A retired U.S. Coast Guard Officer, McGlinchey holds safety professional designations from New York, Arkansas and Pennsylvania, and is a licensed commercial lines insurance broker. Additionally, he

is a **National Safety Council** certified defensive driving instructor.

Krapf Bus Companies, with headquarters in West Chester, is now in its third generation of family leadership and has been providing bus transportation for more than 70 years. It operates a fleet of more than 2,500 school buses in five states, plus provides nationwide motorcoach service, and transit and paratransit services in Pennsylvania.

NEENAH, Wis. — **J.J. Keller & Associates** announced that *Marne L. Keller-Krikava* has taken over as company president and CEO.

Keller-Krikava replaced *James J. Keller*, who became company vice chairman and treasurer. *Robert L. Keller* continues as chairman.



Shawn McGlinchey

UMA suit

CONTINUED FROM PAGE 3

long list of “safety” mandates, such as requiring that motorcoaches meet unspecified safety standards; carry a chemical fire extinguisher within the driver’s reach; carry a spare tire, jack and lug nut wrench; be equipped with two-way communication equipment; and be equipped with air conditioning.

The ordinance has an even longer list of aesthetic requirements.

The vehicle must be reasonably clean, carry matching wheel covers and bear paint that “may not be noticeably rusted, flaked, scraped or faded.” Damaged trim, paint and upholstery must be repaired. All portions of the interior upholstery must match in color. All vehicles operated by a company must carry matching logos.

The operator must carry a dossier on the driver, an annual vehicle inspection by the state, evidence of more than 30-minutes advanced booking and a trip ticket identifying the group transported, a phone number for a passenger,

Keller-Krikava, who previously was executive vice president, started working at J. J. Keller as a part-time associate when she was 12

and the fare information charged.

And...“no more than five newspapers, periodicals or other publications may be kept within the vehicle at any one time.”

Violations could be addressed by the Austin police or other enforcement officials through the issuance of citations charging operators with a Class C misdemeanor, which is punishable by a fine of up to \$500.

UMA’s lawsuit seeks to overturn the ordinance (No. 20130620-051), pertaining to “Ground Transportation Passenger Services,” which in addition to imposing operating restrictions, requires motorcoach operators to pay a \$375 annual vehicle fee to Austin or face impoundment of their coaches.

The basis of the UMA suit is that the ordinance conflicts with federal law, imposes unnecessary costs and burdens on interstate commerce, and jeopardizes federal funding the state receives for safety enforcement.

A legal brief summarizing the city’s response to the lawsuit states that the “ordinance regulating cer-

years old and has held positions of increasing responsibility since joining the company full-time in 1990.

Rustin R. Keller assumed the

tain charter transportation service is not preempted (by federal law) and does not unduly burden interstate commerce in violation of the Commerce Clause.”

But according to the UMA suit, the ordinance “usurps power to regulate ‘operating authority’ for interstate and intrastate charter bus operators by imposing upon those operators discriminatory and unduly burdensome municipal requirements as a precondition for traveling within city limits.

“The power to regulate operating authority is reserved to the United States through the federal Transportation Equity Act for the 21st Century...TEA-21 was enacted to ensure the U.S. Department of Transportation, rather than the states or their political subdivisions, has plenary and exclusive authority to create, oversee and enforce charter bus operating authority requirements,” the UMA suit states.

The suit asks the court to issue a declaratory judgment that the ordinance is preempted by federal law and therefore is invalid.

role of executive vice president and chief operating officer.

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MOTORCOACH EXPO 2014

A comprehensive rundown on the big events at Expo

LOS ANGELES. See. Learn. Meet. Connect.

UMA Motorcoach Expo at Travel Exchange is the first place to go in 2014 to make connections and get results, say event organizers.

You will have more opportunities — than ever before at a UMA Expo — to see, learn, meet and connect with people who share the same goals as you — to increase group travel and to provide customers with a safe, high-quality travel experience.

This article highlights many of the networking and educational opportunities Travel Exchange has to offer this year in Los Angeles.

Last year's Motorcoach Expo in Orlando, Fla., launched a new era with the United Motorcoach Association co-locating North America's largest yearly gathering of motorcoach operators with the annual convention of the leading association that represents group travel professionals and tour operators.

Travel Exchange brought UMA Motorcoach Expo and the annual convention of the NTA (formerly the National Tour Association) together for one expansive event called Travel Exchange. That happens again this year.

"Not only do you experience everything you love about UMA Motorcoach Expo, but you gain so much more," said UMA President and CEO Victor Parra.

Here are some of the highlights:

UMA and NTA Welcome Reception/Icebreaker (7:30-10 p.m. Sunday, Feb. 16). This is the official kick-off to Travel Exchange and this year it will be at Universal Studios Hollywood. The event begins in a quiet corner of the park to allow for UMA and NTA attendees to mingle before heading out to explore the rest of what Universal Studios has to offer.

After the initial cocktail hour, the full park will be open only to Travel Exchange attendees. This will be like nothing you've ever experienced before.

Opening Ceremony and Breakfast (8-9:15 a.m. Monday, Feb. 17). Keynote speaker Peter Greenberg, CBS News travel editor, officially opens Travel Exchange by offering his perspective on the travel industry. Peter is an



internationally recognized front-line travel news journalist and has been inducted in the U.S. Travel Association Hall of Leaders for his contributions to the travel industry.

Maintenance Interchange (9:30 a.m.-4:30 p.m. Monday, Feb. 17). This one-of-a-kind event brings motorcoach owners, operators and maintenance professionals together in an open forum to discuss the maintenance problems they face, and to exchange solutions and ideas. The Maintenance Interchange is an operator-to-operator exchange with no vendors, manufacturers, suppliers or sales professional permitted to attend. Participants are encouraged to submit maintenance issues in advance of the seminar.

Broadway Luncheon (12:15-1:45 p.m. Monday, Feb. 17). This event, sponsored by Group Sales Box Office/Broadway.com/Broadway Across America, provides attendees the opportunity to have lunch together while enjoying performance from a variety of different Broadway shows. It was one of the highest high points of Motorcoach Expo/Travel Exchange 2013. Come early; there will be no empty seats.

NTA Destination Pavilion Open House and Ice Cream Social (3-4:30 p.m. Monday, Feb. 17). To help you build tour itiner-

aries for your customers, or just learn more about certain destinations, this new event has been set up to give UMA Motorcoach Expo attendees an opportunity to visit with and learn about NTA's destination members. Walk around the different regionally-grouped booths to see what each destination has to offer your customers and find out about motorcoach-friendly attractions and travel suppliers in their region. Spend your afternoon making connections with potential new partners while enjoying a sweet treat.

UMA Expo Floor Sneak Preview/NTA Wine Reception (4:30-6:30 p.m. Monday, Feb. 17). The Exhibit Hall Sneak Preview serves as the official opening of the Expo tradeshow floor. At this event, attendees can glimpse what Expo has to offer — from new products being showcased, to meeting with exhibitors who can help take your business to the next level.

UMA Expo 30th Anniversary Celebration (5:30 p.m. Monday, Feb. 17). Join us at the UMA booth during the Sneak Preview to celebrate UMA Motorcoach Expo's 30th anniversary. Come for a slice of cake and a remembrance of Expos past.

Discover Santa Monica During Dine-around Night (6-11

p.m. Monday, Feb. 17). Don't miss this chance to visit the beach/see the ocean while you're in Los Angeles for Motorcoach Expo. After a full day, attendees can unwind with ocean views, the sunset and award-winning dining in beautiful Santa Monica. Travel Exchange attendees will enjoy special dining offers followed by a late-night happy hour with live entertainment at the downtown Santa Monica Place — an upscale shopping complex at the south end of the famous Third Street Promenade.

Complimentary shuttles will be provided for a limited number of attendees. Reservation MUST be made, however. Go to <http://bit.ly/DineCA>.

5K Fun(d) Run (6:15 a.m. Tuesday, Feb. 18). A 5K fun run/walk at L.A.'s famed Silver Lake Reservoir. Participation costs \$25 with all money going to the UMA government relations fund. For those who would rather rest longer before a second big day at Expo, UMA says attendees are free to ante-up \$25 and "sleep in for G.R." To sign up, email Amanda Zimmerman at azimmerman@uma.org.

Education in the Exhibit Hall (Tuesday and Wednesday, Feb. 18-19). In addition to our traditional classroom sessions, Motorcoach Expo 2014 also will have educa-

tional and hands-on opportunities in the Exhibit Hall. The show floor will host a variety of vendor companies that offer their knowledge and solutions on how you can be more successful.

UMA and NTA Awards Dinner (6:30 p.m. Tuesday, Feb. 18). This event recognizes the best and brightest professionals in the industry. Awards will be given to motorcoach companies that are leaders in industry safety, green initiatives and overall vision. The evening will conclude with the always popular "cigars and cordials" social, as well as live entertainment and dancing.

Tourism Rocks (9:30 p.m.-12:30 p.m. Wednesday, Feb. 19). No one puts the fun in fundraising quite like Tourism Cares. Tourism Rocks, sponsored by the Las Vegas Convention & Visitors Authority, Hard Rock International and Best Western International, will have you dancing all night while networking with fellow attendees. All motorcoach operators attending UMA Motorcoach Expo are invited to attend the event as guests of the sponsors. You must indicate at registration if you'd like to attend this event. A limited number can attend and you must have a ticket.

10th annual Ray Dupuis Memorial Golf Tournament (Noon-6 p.m. Thursday, Feb. 20). Stay an extra day and play. Finish off Expo 2014 with the annual Ray Dupuis Memorial Golf Tournament, honoring an industry professional who left a memorable legacy. The tournament allows attendees to spend a relaxing afternoon with colleagues while finishing up the business of the week. Motorcoach operators can participate in the golf tournament at a special low rate of \$100.

Motorcoach Marketing Council Auction (throughout Expo). Visit the council booth (No. 1524) to bid on exciting items. The auction raises money to support the Motorcoach Marketing Council efforts to raise public awareness of the benefits of group motorcoach transportation.

All event admissions are included for motorcoach operators in the purchase of a full registration, except the golf tournament and Fun(d) Run. Tourism Rocks is available for an additional fee for exhibitors/non-exhibiting suppliers.

Expo Exhibitors cover the bases

Vendor	Booth	Vendor	Booth	Vendor	Booth
5Star Specialty Programs	1114	DDS eFleet Services Inc.	1107	New Flyer of America	943
ABC Companies	135	De Leo/Epengle	623	NTIS Group	1104
ACC Climate Control	1105	Detroit Diesel Corporation	535	Odyssey Battery	
Advantage Funding	1034	DIA Solutions Inc.	903	by Enersys	1306
Aesys Inc.	1033	Distinctive Systems Inc.	928	On-Site Analysis	810
Aims Power	904	Dixie Electric Ltd.	811	Pacific Bus Museum	862
Alexander Dennis Inc.	1421	Doran Manufacturing	605	PEX German O.E. Parts	607
Alliance Bus Group/CAIO	742	EasyBus	827	Planet Halo	913
Allison Transmission	735	EcoVolt Power Corp.	1400	Power Manufacturing Inc.	601
Amaya Astron Seating	1329	EIDorado National –		Prevost	442
American Bus Association	413	Kansas	1143	Priority One Financial	
American Cooling		Elreg Distributors Ltd.	1012	Services	319
Technology	1117	EPV Incorporated	1443	Proheat	1018
American Highways Insurance		ESPAR Climate Systems	1117	Protective Insurance Co.	922
Agency	418	EverBank Commercial		PSECO Inc.	617
American Seating	1404	Finance	813	Q'Straint/Sure-lok	1014
Amerisearch Background		Federal Motor Carrier		Ramos Oil Company	711
Alliance	419	Safety Administration	826	Rand McNally	1010
Ameritrans Bus	1043	Firetrace International	1113	RealChrome by Kuntz	
Ametek	702	Fleet Financing Resources	900	Electroplating	926
ANA Laboratories	1106	Fleetmatics	804	REI – Radio Engineering	435
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Whiting Systems Inc.	815
Willingham Inc.	724
Worldwide Monochem	822
ZF	1211

PRE-OWNED COACHES

msa/CH Bus
3

862 Pacific Bus Museum

7

8 Bauer's

9 Turtle Top

10

742 Alliance Bus Group

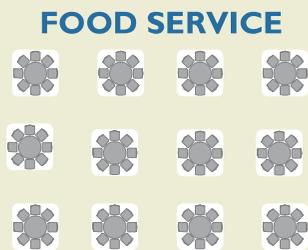
943 New Flyer

1043 Ameritrans Bus

1143 El Dorado National

1243 Bauer's Intell. Transportation

1343 Motor Coach Industries



1443 EPV Inc.

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635 National Seating

735 Allison

835 American Seating

934 Riviera Upholstery

935 La France

1034 Advantage Funding

1035 Braun

1134 Turbo Images

1133 Cummins

1231 Sardo Upholstery

1329 Amaya Astron Seating

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1223 Isringhausen

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823 Spherios Climate

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1425 Meridian Specialty

1524 MC Mkt. Council

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619 Awash Systems

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819 C.E. Niehoff

918 Mohawk

917 Spader Business Mgmt

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1118 Relational Bus Sys.

1117 ESPAR

1216 Thermo King

1219 Rhodes

1316 Trans/Air

1317 Lancer Ins.

1421 Alexander Dennis

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714 Key Equip. Finance

715 Ron Turley

814 Serck Services

817 NAMO

914 Motorcoach Mgr.

915 ISU

1016 Auto-Motion

1015 J.J. Keller

1114 5Star Specialty

1115 Bitzer

1214 Rotary Lift

1217 Curved Glass

1311 Steril-Koni

1415 Bus and Coach America

615 National Bus Trader

712 Single-Point

713 Trans. Mgmt.

812 Systems 2000

813 EverBank Comm.

912 Audio Conexus

913 Planet Halo

1012 Elreg

1013 Continental

1112 Capacity Coverage

1113 FireTrace

1210 MiX

1211 ZF

1311 Steril-Koni

1411 Turtle Top

607 PEX

706 Kendrion

707 TRP Bus Parts

806 Seon Sys.

805 DAS

904 Aims Power

905 Big-Road

1004 Vanner

1007 Brooker Trans.

1106 ANA Labs

1107 DDS eFleet

1204 Masats

1207 ATR Trans.

1306 Odyssey Battery

1404 American Seating

1405 AngelTrax

605 Doran Mfg.

704 SMI

705 Auto Meter

804 Fleet-matics

801 Custom Radio

900 Fleet Finan. Resources

903 DIA

1000 Michelin

1005 Code Green

1104 NTIS Group

1105 ACC Climate

1200 Masats

1205 Mobile Climate

1304 D&W Diesel

1400 EcoVolt Power

603 Temsa

702 Ametek

703 Chem-pace

802 Unit Chem.

801 Custom Radio

900 Fleet Finan. Resources

901 Webb Severe Duty

1000 Michelin

1001 Horton

1102 Leece-Neville

1101 DDS eFleet

1200 Masats

1203 National Bus Sales

1302 iDrive

1400 EcoVolt Power

601 Power Mfg.

700 Clean Energy

701 Imperial Supplies

800 Kirk's Automotive

801 Custom Radio

900 Fleet Finan. Resources

901 Webb Severe Duty

1000 Michelin

1001 Horton

1102 Leece-Neville

1101 DDS eFleet

1200 Masats

1203 National Bus Sales

1302 iDrive

1400 EcoVolt Power

UMA MAINT SHOP

ENTRANCE

ENTRANCE

NTA 2014

UMA program partners available at Expo

LOS ANGELES — Want to make the most of your United Motorcoach Association membership...while attending UMA Motorcoach Expo here later this month?

Then visit these UMA partners to learn about the cost-saving programs and services they have avail-

able for UMA members:

- Amerisearch Background Alliance — Booth No. 419
- Bus & Motorcoach Academy — Booth No. 923
- BusRates.com — Booth No. 923
- J.J. Keller — Booth No. 1015
- Michelin North America —

Booth No. 1000

- Scheig Associates — Booth No. 417
- Spader Business Management — Booth No. 917
- UMA Comp by KF&B — Booth No. 514
- UMA WellCare by Bridgeport Benefits — Booth No. 415

1984 to be recalled at Expo

Let's take a walk down memory lane, specifically, 1984.

Ghostbusters was the top movie at the box office, Cyndi Lauper was singing that *Girls Just Want to Have Fun*, *The Cosby Show* hit the TV airwaves, and the first-ever Motorcoach Expo was held in Nashville, Tenn.

UMA Motorcoach Expo will

mark its 30th anniversary this year in Los Angeles at Expo 2014.

It's fun to remember the songs and movies from 30 years ago, and it will be even more fun to look back at the motorcoach industry of 1984.

UMA is hosting a cake celebration at 5:30 p.m. Monday, Feb. 17, at its Exhibit Hall booth, and is promising to have other fun and commemorative happenings during Expo week in Los Angeles.

Screening tool being offered by Amerisearch

ASHTABULA, Ohio — Amerisearch Background Alliance, a United Motorcoach Association partner company and exhibitor at Motorcoach Expo, announced that its clients now have access to view commercial drivers' safety records directly from the Federal Motor Carrier Safety Administration's Pre-Employment Screening Program.

The FMCSA Pre-Employment Screening Program was set up by the agency to provide employers with drivers' safety history and information during the hiring process.

"Amerisearch Background Alliance is committed to offering the best USDOT employment options. Adding PSP to our full suite of services assures employers they are hiring the best and most safety-conscience candidates," said Michael K. Brown, Amerisearch Background Alliance vice president of compliance.

"I believe this is information every safety director desperately wants. Participation in PSP leads to safer, more reliable transportation services," Brown added.

Last year, the FMCSA released results of a study showing that Pre-Employment Screening Program usage improves fleet operations. The agency analyzed motor carriers that used the program.

"These companies realized, on average, an 8 percent decrease in their crashes and a 17 percent decline in their driver out-of-service rate," said Brown.

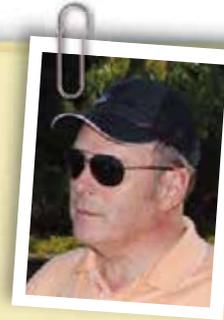
A Pre-Employment Screening Program report provides a driver's five-year crash history and three-year inspection history and is available for \$15 per search.

For more information about participating in the Pre-Employment Screening Program through Amerisearch Background Alliance, go to www.amerisearchbga.com. Or, visit with the company at Motorcoach Expo Booth No. 419.

Amerisearch Background Alliance specializes in criminal background checks, USDOT employment verification, sex offender registry searches, CDL records reports, and USDOT drug screening.

Case Study: Lessons from Travel Exchange

Who: Larry Hundt
Company: Great Canadian Holidays & Coaches
Location: Kitchener, Ontario CANADA
In Business: Since 1984



Challenge:

Larry Hundt has specialized in group travel to destinations across North America for 30 years. His company, Great Canadian Holidays & Coaches, got involved in the motorcoach side of the business in 1998, and it now operates a full motorcoach division with more than 50 coaches, two garages and one of the most modern fleets in Ontario. Searching for a travel industry show to meet his needs for both motorcoach and tour operations, Hundt spent years going to various events that focused on one or the other. In 2013, NTA and the United Motorcoach Association came together to offer the full spectrum of North American travel buyers and sellers on one floor, Travel Exchange.

How Travel Exchange Helped:

The inaugural show in Orlando, Florida, attracted more than 3,600 travel professionals who had access to both the tour and coach sides of the tourism industry, which included Hundt. "I see the potential for other companies that are similar to us that really need to be able to take their tour planners and their coach operations people to the same show so they can better understand both sides of the industry," he said. "I think it helps the motorcoach people like me to connect with the tourism segment. I'm excited about this show not only for ourselves, but for what it can do for the industry and for people that haven't quite discovered it yet. This relationship that NTA and UMA have developed is extremely good for the industry and for our businesses."

Why Should Motorcoach Operators and Tour Operators Attend Travel Exchange?

Business not only is conducted on the floor at Travel Exchange, there are evening social functions at iconic places throughout the host city, breakfasts and luncheons that feature dynamic speakers and entertainment, and a range of educational sessions that focus on business resources, specialized markets, professional development and more. "I really believe we have, working in our best interest, two organizations that really get it and really believe in serving their segments of the industry," Hundt added. "We felt that Travel Exchange was by far the best show that we have ever experienced."



travel
exchange

February 16-20, 2014 | Los Angeles, California

UMA Motorcoach EXPO + NTA Convention

To register for UMA Motorcoach EXPO at Travel Exchange and see the full schedule, visit www.motorcoachexpo.com!

Complete schedule for Motorcoach Expo at Travel Exchange

LOS ANGELES — All UMA Motorcoach Expo at Travel Exchange events are at the Los Angeles Convention Center...unless otherwise noted.

NTA educational sessions and Mall are open to all UMA Motorcoach Expo participants at no additional cost.

UMA educational sessions and Expo floor are open to all NTA Convention participants at no additional cost.

Joint events are open to all participants.

Sunday, Feb. 16

- 11:30 a.m.–5 p.m.:** Registration, South Hall Lobby
- 8 a.m.–Noon:** Sightseeing tours, depart from Convention Center
- 1–5 p.m.:** UMA State Association Summit, Meeting Room 150A/B/C
- 2–3:15 p.m.:** NTA Educational Sessions, Meeting Rooms 411, 408A, 408B
- 3:30–4:45 p.m.:** NTA Educational Sessions, Rooms 411, 408A, 408B
- 7:30–10 p.m.:** Welcome Reception/Icebreaker, Universal Studios Hollywood

Monday, Feb. 17

- 7:30 a.m.–6:30 p.m.:** Registration, South Hall Lobby
- 7:30 a.m.–6:30 p.m.:** NTA Mall, South Hall J/K
- 8–9:15 a.m.:** Opening Ceremony and Breakfast with keynote speaker Peter Greenberg, West Hall
- 9:30–11:30 a.m.:** NTA Annual Business Meeting and Talk Time, Room 411
- 9:30 a.m.–4:30 p.m.:** UMA Maintenance Interchange, Room 150A/B/C
- 9:30–10 a.m.:** UMA Active Member Meeting, Room 151
- 10–10:45 a.m.:** UMA Legislative & Regulatory Update, Room 151
- 11 a.m.–Noon:** UMA Concurrent Solution Sessions
 - Making the Right Hiring Decisions as Demand Picks Up (Marketing), Room 402A/B
 - Buying Media (Marketing), Room 403A
 - Public/Private Partnerships (Finance), Room 403B
 - Travel Itineraries vs. Hours of Service – Making it ALL Work Together (Travel Exchange), Room 404A/B

11 a.m.–Noon: UMA Associate/Travel Partner Membership Meeting, Expo Show Floor, UMA Booth No. 923

NOT TO BE MISSED!

- 12:15–1:45 p.m.:** Broadway Luncheon / Broadway Across America, West Hall
- 2–3 p.m.:** UMA Concurrent Solution Sessions
 - FMCSA Safety Management Cycle – Part I (Operations), Room 402A/B
 - Converting Price Shoppers to Value Buyers (Marketing), Room 403A
 - The Performance Puzzle: Strategies of Successful Operators with a Focus on Managing Maintenance and Costs – Part I (Finance), Room 403B
 - Developing a Tour Operation (Travel Exchange), Room 404A/B
- 2–4:30 p.m.:** Distinctive Systems User Group (by invitation only), Room 405
- 2–4:30 p.m.:** NTA Pavilion Appointments, South Hall J/K
- 2–3 p.m.:** NTA Educational Sessions, Room 408B, NTA Stage

NEW EVENT!

- 3–4 p.m.:** NTA Destination Pavilion Open House & Ice Cream Social, South Hall J/K
- 3:15–4:15 p.m.:** UMA Concurrent Solution Sessions
 - Understanding the Affordable Care Act (Operations), Room 402A/B
 - Website Optimization: Increasing Your Site's Traffic – Part I (Marketing), Room 403A
 - The Performance Puzzle: Strategies of Successful Operators with a Focus on Managing Maintenance and Costs – Part II (Finance), Room 403B
 - Motorcoach Marketing Council Operator Tool Box, Room 404AB
- 3:15–4:30 p.m.:** NTA Educational Sessions, Room 408B
- 4:15–4:30 p.m.:** Ribbon Cutting for Sneak Preview, South Hall J/K in NTA Exhibit Hall near Refreshment Lounge
- 4:30–6:30 p.m.:** Sneak Preview – UMA Expo Floor Open/NTA Mall Open, South Hall
- 4:30–6:30 p.m.:** Motorcoach Marketing Council Silent Auction, Expo Show Floor, Booth No. 1524
- 5:30 p.m.:** UMA Expo 30th Anniversary Celebration, Expo Show Floor, UMA Booth No. 923

6–11 p.m.: Dine-around in Santa Monica

Tuesday, Feb. 18

- 6:15 a.m.:** Fun(d) Run, Silver Lake Reservoir
- 7:30–11 a.m.:** UMA Maintenance Competition, Pacific Coachways Trailways
- 8 a.m.–5 p.m.:** Registration, South Hall Lobby
- 8–9:30 a.m.:** Grab-and-Go Breakfast in the Exhibit Hall, South Hall
- 8 a.m.–5 p.m.:** NTA Mall, South Hall J/K
- 8:15 a.m.–Noon:** NTA Pavilion Appointments, South Hall J/K
- 9–10 a.m.:** UMA Education in the Exhibit Hall
 - Vehicle and Driver Certification that Improves Company Profitability and Visibility by Reducing Fuel Consumption, Reducing Environmental Impact and Increasing Public Awareness (presented by the Certification for Sustainable Transportation; sponsored by Toyo Motorcoach Tire Sales), UMA Education Stage
 - Tires, Tires, Tires: UMA Demo Area
- 9–10 a.m.:** NTA Educational Sessions, Rooms 408A, 408B, NTA Stage
- 10 a.m.–5 p.m.:** UMA Expo Floor Open, South Hall G/H
- 10 a.m.–5 p.m.:** Motorcoach Marketing Council Silent Auction, Expo Show Floor, Booth No. 1524
- 10:15–11:15 a.m.:** UMA Education in the Exhibit Hall
 - Bus Operators Beware! Plaintiff Attorneys Have You in Their Crosshairs (presented by Lancer Insurance Co.), UMA Education Stage
- 10:30–11:30 a.m.:** NTA Educational Sessions, Rooms 408B, 408A
- 11:30 a.m.–12:30 p.m.:** Website Optimization. How to Maximize Your Site's Potential During Development – Part II, UMA Education Stage
- 11:30 a.m.–1:30 p.m.:** Lunch in the Exhibit Hall, South Hall
- Noon:** Motorcoach Marketing Council Live Auction, Expo Show Floor, Booth No. 1524
- 1:15–5 p.m.:** NTA Pavilion Appointments, South Hall J/K
- 1–2 p.m.:** UMA Education in the Exhibit Hall

- Driver Background and the Safety Management Cycle (presented by Amerisearch Background Alliance), UMA Education Stage
- 2–3 p.m.:** NTA Educational Sessions, NTA Stage
- 2–3 p.m.:** NAMO Meeting, Room 150A/B/C
- 2–3 p.m.:** OMCA Coach Operator Council Meeting, Room 405
- 2:15–3:15 p.m.:** UMA Education in the Exhibit Hall
 - Improving Your Odds – Implementing a Continuous Safety Improvement Program (presented by National Interstate Insurance Co.), UMA Education Stage
- 3:30–4:30 p.m.:** UMA Education in the Exhibit Hall
 - Technology and the Motorcoach Experience – Comfort/Safety/Security (presented by REI), UMA Education Stage
- 6:30–11 p.m.:** **UMA & NTA Awards Dinner**
 - 6:30 p.m.: Reception, West Hall Lobby
 - 7:15 p.m.: Awards Dinner, West Hall
 - 9:15 p.m.: Cigars/Cordials and Dancing, West Hall Lobby

Wednesday, Feb. 19

- 8 a.m.–5:30 p.m.:** Registration, South Hall Lobby
- 8 a.m.–5:30 p.m.:** NTA Mall, South Hall J/K
- 8–9:30 a.m.:** Grab-and-Go Breakfast, South Hall
- 8:15 a.m.–Noon:** NTA Exchange Appointments, South Hall J/K
- 8:30 a.m.–2 p.m.:** California Bus Assoc. Board Meeting, Room 405
- 8–9 a.m.:** UMA Education in the Exhibit Hall
 - Motorcoach Marketing Council Operator Tool Box, UMA Education Stage
- 8:30–9:30 a.m.:** UMA Education in the Exhibit Hall
 - Brakes, UMA Demo Area
- 9 a.m.–Noon:** UMA Expo Floor Open, South Hall G/H
- 9–10 a.m.:** Motorcoach Marketing Council Silent Auction, Expo Show Floor, Booth No. 1524
- 9–10 a.m.:** NTA Educational Sessions, Rooms 408A, 408B, NTA Stage
- 9:15–10:15 a.m.:** UMA Education in the Exhibit Hall
 - California Here I Come...: UMA Education Stage

- 10:30–11:30 a.m.:** UMA Education in the Exhibit Hall
 - FMCSA Safety Management Cycle – Part II, UMA Education Stage
- 10:30–11:30 a.m.:** NTA Educational Sessions, Rooms 408A, 408B
- 12:15–1:30 p.m.:** Luncheon co-sponsored by Norwegian Cruise Line and State of Alaska, West Hall

BONUS SESSIONS!

- 1:45–2:45 p.m.:** UMA Concurrent Solution Sessions
 - Using Electronic Logs as a Management Tool (Operations), Room 402A/B
 - Smart Ways to Raise Prices (Marketing), Room 403A
 - Managing Fuel Costs (Finance), Room 403B
 - Fuel Efficient Driving 101 – 'Eco Driver' Certification (presented by the Certification for Sustainable Transportation; sponsored by Toyo Motorcoach Tire Sales) Room 404A/B
- 2–3 p.m.:** NTA Educational Sessions, Rooms 408A, 408B
- 2:15–5 p.m.:** NTA Exchange Appointments, South Hall
- 3–4 p.m.:** Reducing Unnecessary Idling – 'Idle Free' Driver Certification (Presented by the Certification for Sustainable Transportation; sponsored by Toyo Motorcoach Tire Sales), Room 404A/B
- 3:30–4:30 p.m.:** NTA Educational Sessions, Room 408B
- 5–6:15 p.m.:** Reception in Exhibit Hall
- 6:15–9:30 p.m.:** Dine-around, restaurant of your choice
- 9:30 p.m.–12:30 a.m.:** Tourism Rocks, Hard Rock Café Hollywood

Thursday, Feb. 20

- 8 a.m.–5:15 p.m.:** NTA Registration, South Hall Lobby
- 8 a.m.–5:15 p.m.:** NTA Mall, South Hall J/K
- 8:15–11:45 a.m.:** NTA Exchange Appointments, South Hall J/K
- 9:15–10:15 a.m.:** NTA Educational Sessions, Rooms 408A, 408B, NTA Stage
- 10:30–11:30 a.m.:** NTA Educational Sessions, Rooms 408A, 408B
- Noon–1:15 p.m.:** NTA Luncheon
- Noon–6 p.m.:** UMA 10th annual Ray Dupuis Memorial Golf Tournament, Industry Hill Golf Club
- 1:45–5:15 p.m.:** NTA Exchange Appointments, South Hall J/K
- 7–10 p.m.:** NTA Evening Event

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15 free things to do while visiting Los Angeles

Discover Los Angeles, the city's official visitor guide, has a list of 100 free things to do while visiting L.A.

The staff of UMA Motorcoach Expo at Travel Exchange has identified its 15 favorites.

1. Check out PCH. Pacific Coast Highway is a sun-drenched

road that hugs the coastline and is one of L.A.'s signature drives.

2. Step into Hollywood history. The forecourt of TCL Chinese Theatre has been one of the most popular free attractions since the 1920s, when actress Norma Talmadge accidentally stepped in wet cement during the premiere of Cecil B.

DeMille's King of Kings. Movie fans from around the world compare their hands and feet to those of stars past and present.

3. Window shop Rodeo Drive. Treasure hunt and star gaze along famed Rodeo Drive in tony Beverly Hills, home of the rich and famous and the super rich and super famous.

4. Explore Exposition Park. Five major cultural attractions are within walking distance of each other in the USC/Exposition Park area. This is a world-class walking tour.

5. Get close to the Hollywood sign. Feeling uninspired? Try changing your perspective on a familiar sight. While the Hollywood

sign grounds are barred from public access, you can walk or drive near it to get great angles for photos.

From Franklin Avenue in Hollywood, go north on Beachwood Drive; turn left at Ledgewood Drive and twist and wind uphill. Then go right at the three-way intersection onto Deronda Drive.

6. Discover fossil fun. At La Brea Tar Pits in Hancock Park, the site of the richest discovery of Ice Age fossils in the world, more than 100 tons of fossilized bones representing 200-plus species of mammals, birds, reptiles and fish have been unearthed from pools of sticky asphalt dating back to prehistoric times.

7. Hollywood Walk of Fame. Since the 1960s, more than 2,400 terrazzo and brass stars have been unveiled on Hollywood's major sidewalks.

8. Take a self-guided tour of Walt Disney Concert Hall. The stage and concert hall are usually off limits (due to rehearsals), but the interior public spaces and the garden make for spectacular exploring.

9. Getty Center. Overlooking the California coastline and the L.A. skyline, the Getty Center surrounds guests with breathtaking views and a world-class art collection, including European paintings, contemporary photographs and decorative arts.

10. Travel Town Museum. Located in Griffith Park, this museum is dedicated to the preservation and celebration of railroading in the western United States, featuring displays of historic steam locomotives, passenger cars and trolleys.

11. The Fashion Institute of Design & Merchandising. The institute's collection of more than 15,000 costumes, accessories and textiles from the 19th century to present day includes film and theater costumes.

12. Sunbathe at the beach. Take your pick: show off your tan or relax in solitude.

13. Tour the Los Angeles Central Public Library. The library reflects the Egyptian-style architectural mania that swept the country in the 1920s, after the King Tut discovery.

14. Star gaze at Griffith Observatory. To learn about stars that are truly out of this world, the exhibitions and displays in this painstakingly renovated Griffith Park landmark are free, as is an introductory video about the building and its contents.

15. Experience Sunset Strip. Few roads have the multiple personalities of this legendary 1.5-mile stretch of Sunset Boulevard.

Go to www.ntauma2014.discoverlosangeles.com to see the complete list of 100 free things to do in Los Angeles.

Case Study: Lessons from Travel Exchange

Who: Paul Nakamoto
Company: Gray Line of San Francisco, San Jose & Monterey/Super Sightseeing
Location: San Francisco, CA
In Business: More than 25 Years



Challenge:

In 2013, Paul Nakamoto found himself in the market for new transportation. His company—Gray Line of San Francisco, San Jose & Monterey/Super Sightseeing—specializes in sightseeing tours that depart from San Francisco and go to nearby destinations such as Yosemite National Park, Monterey, Napa and Sonoma wine country, and Muir Woods National Monument. Using larger motorcoaches on tours that traveled Highway 1 through California's central coast region presented a challenge...length restrictions.

How Travel Exchange Helped:

CH Bus Sales/TEMSA was an exhibitor at Travel Exchange on the UMA Motorcoach EXPO floor, and it didn't take long for Nakamoto, who attended the event as an NTA member, to connect with this Platinum Sponsor. "I went to the CH Bus Sales/TEMSA exhibit, and they were doing test runs," Nakamoto said. "I actually rode in one in the parking lot of the convention center. I was very impressed and shared with our president that I had seen the bus and rode in it. I called him from the floor immediately and said, 'This is a beautiful coach!' We purchased one and leased two, and we're in the process of acquiring at least two more for next year, maybe three."

Why Should Motorcoach Operators and Tour Operators Attend Travel Exchange?

Duane Geiger of CH Bus Sales/TEMSA, a 20-year motorcoach industry veteran, said Travel Exchange opened new doors and exposed his coaches to a different audience. "NTA and UMA members share in the mission to promote the transportation and tourism industry, so this joint effort allows us to display our products to both groups. Also, by including NTA, it allows tour operators to see our midsize coaches, which wouldn't be possible if it weren't for this joint show floor."



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To register for UMA Motorcoach EXPO at Travel Exchange and see the full schedule, visit www.motorcoachexpo.com

Expo offers busload of valuable education sessions

LOS ANGELES — A record number of education sessions, covering a wide range of subjects and totaling more than 60 hours, will be conducted during UMA Motorcoach Expo 2014 at Travel Exchange here this month.

The educational opportunities have been broadened to include both traditional classroom and Exhibit Hall sessions — from the opening day to after the exhibit floor closes, and from one-hour seminars to presentations that continue over two days.

The expansive number of sessions at Expo 2014 will feature presenters who are industry leaders, subject-matter experts and professional speakers.

During the more than two-dozen presentations, motorcoach company owners, managers, supervisors and key employees will have an opportunity to discover innovative ways to improve operations, step-up marketing, and strengthen the bottom line.

Plus, the overarching “Travel Exchange” concept, created by UMA and NTA a year ago, broadens learning opportunities.

Additionally, time has been blocked for motorcoach operators to visit the NTA Destination Pavilion where they can discover what scores of destinations have to offer.

“The bottom line for all attendees is that the education sessions at Motorcoach Expo will offer valuable information and ideas that operators can put into practice at their companies — as soon as they return home,” said UMA President and CEO Victor Parra.

Here’s a summary of the educational sessions scheduled for Expo ’14 at Travel Exchange:

Monday, Feb. 17

11 a.m.-noon Concurrent Solution Sessions

Making the Right Hiring Decisions As Demand Picks Up (Operations). As business picks up, so does your need for quality employees who can handle the growing demands of your company. In this session, learn when the right time to hire is and who the right candidates are to foster your business’ success and growth.

Buying Media (Marketing). Hear from some of the industry’s best on what medium (radio, internet, TV, print) best works for them to reach their desired audience and, most importantly, works within their budget.

Public/Private Partnership (Finance). Interested in growing and diversifying your business? This session will provide important insight into ways you can approach your local transit authority to gain profitable contracts and position your company as a passenger transportation leader in your community. Public/private partnerships can deliver remarkable value to the local transit budget; especially when utilizing “capital cost of contracting” formulas. With your help, transit providers can expand local services by having bus and motorcoach companies compete for commuter work using often overlooked formulas.

Travel Itineraries vs. Hours of Service – Making it ALL work together (Travel Exchange). Learn to work with the customer to develop the right itinerary to comply with hours-of-service rule requirements and still deliver an enjoyable and safe traveling experience.

2–3 p.m. Concurrent Solution Sessions

FMCSA Safety Management Cycle – Part I (Operations). The Safety Management Cycle is the signature tool behind the Federal Motor Carrier Safety Administration investigative process. This compliance process seeks to integrate your policies and procedures in a systemic manner that will result in safer, efficient and likely more profitable operations. This session is followed by a hands-on workshop session to be held Wednesday in the Exhibit Hall that will help you build a roadmap for integrating the Safety Management Cycle into your operation.

Converting Price Shoppers to Value Buyers (Marketing). Many customers may feel inclined to purchase services from the lowest cost provider. However, after attending this session, you will learn how, through a proper sales and marketing approach, to move prospective customers from making price-only decisions to helping them appreciate the value and service your company offers.

The Performance Puzzle: Strategies of Successful Operators with a Focus on Managing Maintenance and Costs – Part I (Finance). A discussion of emerging trends, utilizing Spader 20 Group Trends, and the methods high-performing operators use to sustain exemplary performance. One of the trends this session will focus on is escalating maintenance costs. After attending the session, you will walk away with strategies top performers are using to manage their equipment maintenance and costs associated with it.

Developing a Tour Operation (Travel Exchange). Entrepreneurs in Travel present a session on building the next generation of online group tour packaged travel. Want to learn the latest technology in creating group packaged tours? Interested in generating additional income? In this session, find out how easy it is to build your online tour product offering and start receiving bookings right away. Check it out at www.entrepreneursintravel.com.

3:15– 4:15 p.m. Concurrent Solution Sessions

Understanding the Affordable Care Act (Operations). Concerned with how Obamacare may affect your business? In this session, learn how to prepare your business for this law. We will lay out the “who, what and how” you need to know to comply with the employer requirements under the law when it goes into effect for businesses Jan. 1, 2015.

Website Optimization: Increasing Your Site’s Traffic – Part I (Marketing). More and more people are going to the internet first to find the products and services they need. Discover how you can increase traffic to your company website and build your customer base. Topics to be discussed will include SEO (search engine optimization) and PPC (pay per click) strategies. Part 2 will be held in the Expo Exhibit Hall.

The Performance Puzzle: Strategies of Successful Operators with a Focus on Managing Maintenance and Costs – Part II (Finance). A continuation of the discussion of emerging maintenance cost trends, utiliz-

ing Spader 20 Group Trends, and the methods employed by high-performing operators to manage equipment maintenance and costs associated with it.

NTA Destination Pavilion Open House & Ice Cream Social (Travel Exchange). New this year. In lieu of holding a Travel Exchange solution session, we encourage attendees to take advantage of the NTA Destination Pavilion Open House. To help you build new partnerships, we have blocked time where UMA attendees can catch a glimpse of what destinations have to offer. You are invited to attend the NTA Destination Pavilion Open House and Ice Cream Social on Monday, Feb. 17 from 3-4:30 p.m. Shop the different regionally grouped booths to learn about the best of what each destination has to offer. Come make new friends and new partners while enjoying a sweet treat.

Motorcoach Marketing Council Operator Tool Box. Want to increase your exposure in local markets? You will not want to miss this session on the council’s “Operator Tool Box.” Learn about the valuable items in the tool box and how you can use them to market and grow your business. This session will be repeated at 8:30 a.m. Wednesday, Feb. 19, in the Exhibit Hall.

Tuesday, Feb. 18

Education in the Expo Exhibit Hall

9-10 a.m.

Vehicle and Driver Certification that Improves Company Profitability and Visibility by Reducing Fuel Consumption, Reducing Environmental Impact and Increasing Public Awareness. This session will introduce the Certification for Sustainable Transportation programs that are designed to help operators reduce costs, save fuel and promote their services. The session will be interactive and audience members will hear from UMA operators currently using these programs, as well as Dave Kestenbaum, the director of the Certification for Sustainable Transportation, who will introduce the eRating vehicle certification and ‘Eco-Driver’ and ‘Idle Free’ certification programs designed for drivers. Attendees will learn about successful Certification for Sustainable Transportation techniques and methods they can take back to their operations and implement on their own.

Tires, Tires, Tires. Recently, considerable regulatory focus has centered on tires, weight, speeds, heat build up, and load capacity ratings. This hands-on session will inform owners and management how to select the correct tire, assessing axle-weight loads, proper maintenance for safe operations, longer tread wear, and lower tire cost.

10:15-11:15 a.m.

Bus Operators Beware! Plaintiff Attorneys Have You in Their Crosshairs presented by Lancer Insurance Co. Paul Berne (claims) will focus on the strategies and tactics the plaintiff bar has developed to portray motorcoach companies in the worst possible light, and provide video examples of two of the nation’s leading plaintiff attorneys developing successful cases against companies like yours.

Bob Crescenzo (safety) will review some of

the critical training and recordkeeping exposures that plaintiff attorneys target, and offer recommendations on how you can better prepare for that event you hope will never happen.

11:30 a.m.-12:30 p.m.

Website Optimization: How to Maximize Your Site’s Potential During Development – Part II. With more and more bus operators developing an online marketing strategy, this session will work to highlight how to best communicate your online strategy to your web developer to ensure you have SEO (search engine optimization) success, website best practices in place, and the right content management tools for use post launch.

1-2 p.m.

Driver Background and the Safety Management Cycle presented by Amerisearch Background Alliance. Recent enforcement techniques require a more comprehensive management approach to mitigating risk and regulatory compliance. Changes include policies, procedures, roles, responsibilities and monitoring. All this starts with good hiring practices. This session will help the owner and management integrate driver background checks with the Safety Management Cycle and Safety Management System’s Driver Fitness.

2:15-3:15 p.m.

Improving Your Odds – Implementing a Continuous Safety Improvement Program presented by National Interstate Insurance Co. Due to constant industry, regulatory and legal changes, this session will focus on the importance of implementing a continuous safety improvement program. To improve your risk exposure, topics of discussion will include building a safety program based on three effective safety principles, structuring a valuable safety culture, using the FMCSA Safety Management Cycle and utilizing a focused safety approach.

3:30-4:30 p.m.

Technology and the Motorcoach Experience – Comfort/Safety/ Security presented by REI. Motorcoach manufacturers incorporate numerous kinds of technology when designing coaches to assure passenger comfort, safety and security. Motorcoach operators add customer service, quality drivers and a variety of travel solutions customers look for. This presentation will show how technology can enhance the passenger’s experience in those same categories while providing return on investment for both manufacturers and operators.

Wednesday, Feb. 19

Education in the Expo Exhibit Hall

8:30-9:30 a.m.

8-9 a.m.

Motorcoach Marketing Council Operator Tool Box. Want to increase your exposure in local markets? You will not want to miss this session on the Council’s newly release “Operator Tool Box.” Learn about all the valuable items in the Tool Box and how you can use them to market and grow your business.

Brakes. Braking systems remain a major factor in out-of-service orders. Designed for owners and management, this session will include

Liability insurance limits to be 'State Summit' topic

LOS ANGELES — The annual kick-off event for UMA Motorcoach Expo, the State Association Summit, could be the forum for one of the most talked about sessions at this year's Expo.

Tim Delaney, a top executive at Lancer Insurance Company, will share insight from Lancer claims data to demonstrate — through projections — the potential impact on the motorcoach industry and motorcoach operators of an increase in mandated insurance liability limits to \$10 million.

Federal safety officials currently are studying insurance requirements for both over-the-road buses and trucks.

An increase to \$10 million, from the current \$5 million, has been mentioned for bus operators, while truckers may have to increase their coverage to \$3 million from the current \$750,000.

This year's State Association Summit will be from 1 to 5 p.m. Sunday, Feb. 16, at the Los Angeles Convention Center.

Delaney, who will discuss the

current and future marketplace for motorcoach insurance, plus increased liability limits and their impact, is expected to speak at about 3:15 p.m.

Again this year, Jack Van Steenburg, the no-nonsense chief safety officer and assistant administrator of the Federal Motor Carrier Safety Administration, will speak.

His presentation at about 4 p.m. will be followed by a Q&A panel session, featuring top safety enforcement officials from the

FMCSA.

Besides Steenburg, the panel will include Loretta Bitner and Wes Barber, both key passenger carrier safety officials at the agency.

Kicking off the presentations, at around 2:45 p.m., will be Mark Szyperksi of OnYourMark-Transportation.com, who will discuss "Public/Private Partnership Opportunities in 2014," presenting a state-by-state analysis.

Earlier, those attending the State Association Summit will

provide the best overview in the industry of the political and regulatory challenges facing motorcoach operators across the U.S.

Representatives from state, regional, provincial and national motorcoach organizations will be on hand to share information about the challenges they face, along with the successes they've achieved during the past year.

All Expo attendees are invited to come, look and listen — whether they represent a state association or not.

Thirty-five more reasons to attend Motorcoach Expo

LOS ANGELES — You'll be like a kid in a candy store when you see all the products and services that will be on display in Los Angeles, says Vic Parra, president and CEO of the United Motorcoach Association.

The 2014 UMA Motorcoach Expo exhibit floor will feature 160 suppliers, including 35 companies that were not at Expo 2013 in Orlando, with 29 of those companies exhibiting at Expo for the first time.

The diverse variety of new suppliers will be showing wares, ranging from shuttle buses to vans, safety products, power inverters, brakes, gauges, switches, magnetic clutches, mobile electronics, GPS and fleet management sys-

tems, and much more.

"Exhibit space is about 90 percent sold out and we can't believe how many first-time suppliers we will have in L.A.," said Parra.

"It's a great feeling to know that word of what a great show we had in Orlando has gotten around, and so many new suppliers — either that we've never had or haven't been with us for a years — want to be with us in 2014.

"It makes Expo that much more valuable to our operators to have such a wide variety of products and services to peruse while walking the show floor."

Here are the new and returning exhibitors (so far):

- Aims Power (DC power

inverters)

- Auto Meter Products (gauges and accessories)

- Awash System Corp (at Expos 2012, 2011)

- Brooker Transportation Agency (insurance)

- Clean Energy (natural gas for vehicles)

- Criterion Pictures USA

- CT Coachworks LLC

- DAS Companies (travel products and mobile electronics for drivers)

- Doran Manufacturing

- EcoVolt Power Corporation

- Fleetmatics (Expos 2011, 2010)

- Kendrion Inc. (switches, actuating devices, lights and control

components)

- Lang US (magnetic clutches)

- Lazzarini Sri (seats)

- Leece-Neville Heavy Duty Systems (alternators, starter motors)

- Meridian Speciality Vehicles (shuttle buses and vans)

- MGM Brakes (Expo 2012)

- Motorcoach Tire Sales (tires)

- New Flyer of America

- On-Site Analysis (oil, coolant, testing)

- PEX German O.E. Parts (brake and chassis system components)

- Planet Halo (mobile video recording system and fleet tracking)

- PSECO Inc. (Expos 2012, 2011)

- Ramos Oil Company (fuels/lubricants)

- Rand McNally (GPS and fleet management)

- Ron Turley Associates (Expos 2011, 2010)

- RUD Chain Inc. (chains and chain products)

- Serck Svcs Inc (radiators, A/C condensers, charge air/oil coolers)

- Shopbuses.com (online bus sales)

- SMI (Transpec Worldwide) (safety equipment)

- SuperSprings International Inc. (suspension products)

- Unit Chemical Corporation (Expos 2012, 2010)

- Valley Power Systems

- Verizon Networkfleet (GPS and fleet management)

- Vogel Safety Risk, Inc.

Education sessions

CONTINUED FROM PAGE 17

hands-on visuals that will result in a better understanding of the subtleties of brake maintenance, repair and avoiding those costly, embarrassing out-of-service delays.

9:15-10:15 a.m.

California here I come... Well, maybe. You just received a charter to the Golden State, which means you must comply with the state's Diesel Risk Reduction Plan. This session will provide important guidance for out-of-state, as well as California-based carriers, regarding compliance and avoiding substantial financial penalties.

10:30-11:30 a.m.

FMCSA Safety Management Cycle – Part II.

A continuation of Tuesday's hands-on workshop that will help you build a roadmap for integrating the Safety Management Cycle into your operation.

Wednesday, February 19

Concurrent Solution Sessions/Bonus Education

1:45–2:45 p.m.

Using Electronic Logs as a Management Tool (Operations). Learn how electronic logging devices (ELDs) are more than just electronic log books and have developed into a important management tool for driver accountability and state mileage reporting.

Smart Ways to Raise Prices (Marketing). Are

you undervaluing your motorcoach services? This session provides very good and practical advice on how not to and how to increase your prices in ways the consumer may find more palatable.

Managing Fuel Costs (Finance). Managing

fuel costs is critical to keeping your fleet operating profitably, which is not an easy task with volatile fuel prices. In this session, identify ways to bring down wasteful consumption, as well as ways to make smart purchasing decisions when it comes to fuel.

Fuel Efficient Driving 101 – 'Eco Driver' Certification.

This session is for drivers, mechanics, trainers, owners, and managers to learn about and receive the Certification for Sustainable Transportation 'Eco-Driver' driver certification which can be used to help save fuel, save money and reduce a company's environmental impact. We all know driving techniques can have a great impact on passenger safety, comfort and fuel efficiency. The course will explain the science behind eco-driving and will teach drivers how to employ eco-driving techniques in their regular driving routines. Research shows that individuals who adopt eco-driving techniques commonly increase their fuel efficiency into the double-digits and have lower accident rates. Topics covered include but are not limited to avoiding jack-rabbit starts and stops, watching speed, planning ahead, and watching RPM levels.

3–4 p.m.

Reducing Unnecessary Idling – 'Idle Free'

Driver Certification.

This session is for drivers, mechanics, trainers, owners and managers to learn about and receive the Certification for Sustainable Transportation 'Idle Free' driver certification. During this program Dave Kestenbaum, director of the Certification for Sustainable Transportation program, will lead participants through the 'Idle Free' training program, which is currently being adopted by companies throughout North America to help eliminate unnecessary idling. The session includes experts describing the health impacts of idling; engine wear, and fuel consumption, and fellow drivers discussing their reasons for going idle-free. Drivers will learn when it's alright to idle and when it's best to shut an engine down. At the conclusion of the training all participants will have the option to take the Idle-Free Pledge.

NTA Education Sessions

UMA Motorcoach Expo attendees also can attend all NTA education sessions.

Here's a list of most of the NTA sessions that will be presented during Expo. For a complete list, as well as session descriptions, go to www.ntaonline.com.

Schedules also will be available at Expo, showing days and times. The NTA sessions:

- Tour Operator Crackerbarrel
- Travel Exchange 102

- Working Together: A Model Success
- Tour Operator Risk Management, conducted by Aon Affinity/Berkely Travel
- Tour Supplier and DMO Crackerbarrel
- The Young Factor: How to Climb to the Top
- Working with Bloggers
- Ask the Operator (for suppliers)
- LGBT Market Seminar
- The Wow Factor – Presenting with Ease
- Championing Your Sustainability
- Discovering the Word of Food Travel
- Sell with Confidence – Unlock Your Potential Management Solutions
- Product Development: Canada Style
- Women in Travel – Women in Power
- Social Marketing Integration & Influence – Time-saving Secrets
- Tour Operator Risk Management
- International Visitor Research: Starting Is Easy
- Advanced Social Media Marketing – Tactics & Tools for your Business
- Ask the Young Professionals
- Increasing Faith-based Travel Profits through Special Events
- Ask the Veterans
- Agritourism Market Product Development
- Risk Management and Crisis Planning – Don't Put It Off Another Day
- China Market
- Ask the Operator for DMOs
- Media/Public Relations Training

Planet Halo's latest video recorders on display at Expo

SAN FRANCISCO, Calif. — Planet Halo Inc. is using Motorcoach Expo to introduce a vehicle camera system that offers live streaming video.

In addition, Planet Halo, a Expo exhibitor: Making buying, selling simpler

BIRMINGHAM, Ala. — Buying a motorcoach can be time consuming and draining just finding the vehicle you're looking for, let alone purchasing that vehicle.

A new Motorcoach Expo exhibitor, Shopbuses.com, says it takes the headache out of finding the right bus.

"You can spend hours, days or weeks trying to find the perfect bus instead of focusing on running your business," says Shopbuses.com General Manager Jared Schnader.

Dealers and operators are able to list their buses on Shopbuses.com, and there are no listing fees. The site, says Schnader, is a tool for everyone to use, bringing efficiency to the marketplace.

"Inventory listed on Shopbuses.com gets more exposure to more potential buyers due to the number of site visitors. Using bus industry-specific categories as search parameters, coaches are found quickly. More importantly — the correct coaches are found quickly."

To learn more, visit Expo Booth No. 325. Or, go to www.Shopbuses.com.

Nat'l Interstate grows coverage

RICHFIELD, Ohio — Leading motorcoach industry insurer, National Interstate Insurance Co., announced it's now offering an insurance program catering to for-profit emergency and non-emergency ambulance transportation operations.

National Interstate, which has been providing insurance to transportation companies for 25 years, began selling traditional insurance products to ambulance companies last month.

The package includes a wide range of coverages, including auto liability, worker's compensation, general liability, and crime.

"With over a decade of experience in providing medical transportation insurance, it is a natural fit for us to expand our reach with this ambulance product," said Tony Mercurio, executive vice president and chief operating officer of National Interstate.

Learn more about National Interstate passenger transportation insurance at Expo Booth No. 730.

first-time Expo exhibitor, will be displaying its newest vehicle recorder, the PH4.

Planet Halo specializes in systems that monitor vehicle fleet operations, utilizing dash cams, external cameras, GPS-based vehicle tracking gear and recorders.

The company says the PH4 is a unique recording device that in-

corporates two high-resolution camera lenses, a GPS module, audio recorder, G-force inertial sensor, audio speaker, and mini-DVR with secure digital card all housed in a box that measures 4-by-1-by-2¼ inches.

Planet Halo says the PH4 is designed specifically for commercial fleet vehicles, and is the "only ful-

ly-contained, multi-channel recorder on the market."

The system software records and compiles "crisp, clear video data" from all four cameras, continuous GPS positioning, speed, G-force data, and programmed or triggered events and displays them all on a user friendly viewer."

In addition to offering live

streaming video, the new UCIT Vehicle Camera System being introduced at Expo is equipped with a GPS tracking system.

The streaming video is designed to help increase driver awareness and overall fleet safety, while reducing insurance claims.

See Planet Halo systems Expo Booth No. 913.



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MCI to feature two-door Setra, fuel-efficient models

DES PLAINES, Ill. — Two-door motorcoaches.

They're popular in Europe and elsewhere but have largely been shunned by motorcoach operators in North America.

Still, Motor Coach Industries and its partner, Setra, think there may be a niche for a two-door model of the super-luxury S 417 Setra. MCI will have one at Motorcoach Expo in Los Angeles later this month.

In addition to the two-door Setra, MCI will be displaying the refined-for-2014 MCI J4500, which was redesigned last year and is the company's most-popular model.

For the J4500, a more fuel-efficient and less-polluting engine is the big news, but operators also will see other changes, including a new suspension system and redesigned parcel rack among other upgrades.

The J4500s have the newest-generation Detroit and Cummins engines. MCI said Cummins estimates a 2 percent miles-per-gallon gain versus 2010 EPA-compliant engines.

In one three-mile, flat-ground test, MCI said it achieved 10.27 mpg at 50 mph, using Society of Automotive Engineers' guidelines. Fluid handling and regeneration procedures remain unchanged with the new engines.

MCI enhancements to the J4500, including torque-curve tweaks and the refined suspension-control system, contribute to the model's better fuel economy,



the company said.

The J4500 is now equipped with what MCI calls a Dynamic Suspension System, or MDSS, which includes a feature that allows a driver to raise the coach to better deal with obstacles. Handling also is improved.

The system includes load sensors that can keep the coach parallel with the road even when axle loads are uneven.

The redesigned parcel racks add roominess, meaning more passenger headroom. The individual

airflow control panel has an illuminated "fasten seatbelt" sign.

MCI has improved its lavatory, adding more ventilation, upgraded lighting and a shatterproof mirror. Drivers get a new air vent, and seating has been reconfigured to assure more equitable leg room on both sides of the coach.

Sure to be of interest at Expo will be the Setra S 417 with optional second door and "club corner lounge seating."

Since it acquired Setra distribution rights two years ago, MCI

has emphasized the level of customization that's available on Setras to set the brand apart.

The Setra S 417 can be outfitted with a TopSky glass roof, rear window and an array of other amenities. MCI and Setra call it "custom-tailored luxury."

"We know that in addition to the custom luxury and German engineering, parts and service support is critical for Setra customers. We've made it through the transition, and now we're taking it to the next level," said Brent Maitland,

MCI vice president of marketing and product planning.

As for MCI-branded coaches, Maitland said the company is "committed to building on the superior performance of our models that has earned them workhorse reputations and top sales rankings.

"Extending from engineering, to aftermarket parts support, our emphasis remains on workhorse reliability and low overall cost of ownership," he said.

Visit MCI and Setra at Expo Booth No. 1343.

Verizon offers tracking, monitoring

SAN DIEGO — Verizon Networkfleet, a new Motorcoach Expo exhibitor, says it has merged patented GPS technology with wireless coverage to provide "the ultimate in GPS fleet tracking."

From vehicle location to fuel usage, idle time, vehicle health diagnostic codes and other data, Networkfleet says its systems provide the accurate, timely information needed to manage fleets efficiently and effectively.

For example, the Networkfleet 5000 series offers 24/7 visibility

into fleet assets, enabling fleet managers to locate vehicles in real time and monitor specific vehicle data, including mileage, speed, fuel consumption and diagnostic trouble codes to improve operations and reduce costs.

The 5000 product line features two hardware devices. The 5200 is a GPS tracking device, while the 5500 adds the capability of connecting directly to the vehicle's diagnostic port to continually monitor engine status.

Both include a fast processor,

built-in accelerometer and multiport options.

Other Networkfleet 5000 series features and benefits include:

- Patented remote vehicle diagnostics
- Plug and play design provides for quick installation
- GPS and cellular antennas are contained internally
- Sensor ports for monitoring voltage events

For more information, visit Expo Booth No. 1201, or go to www.networkfleet.com.

Imperial Supplies offers mobile app

GREEN BAY, Wis. — Mobile users can now download the Imperial Supplies' application for both Apple and android mobile devices.

Users can access and purchase more than 25,000 fleet maintenance products while on the go, says Imperial Supplies, an exhibitor at UMA Motorcoach Expo.

Features of the Imperial Supplies' mobile application include:

- Search, browse and purchase products anytime, from anywhere.

- Access one shopping cart from multiple devices. Start an order on the Imperial mobile app, or the Imperial mobile website, and continue the order on a desk-top computer and vice versa.

- Tap-to-Call feature connects customers to a service adviser.

The Imperial mobile app can be downloaded by going to www.imperialsupplies.com/mobile on a mobile device, or search for Imperial Supplies in the App Store or Google Play.

Individuals who don't have a smartphone can access the Imperial mobile website at m.imperialsupplies.com.

Imperial Supplies describes itself as a progressive, technologically-advanced distributor of fleet maintenance products and inventory management programs.

Call (920) 497-5403 or e-mail nal-boushi@imperialsupplies.com, for more information, or visit the company a Motorcoach Expo Booth No. 701.

On-Site Analysis to bring automated system to Expo

PALM BEACH GARDENS, Fla. — On-Site Analysis Inc. will be providing live demonstrations of its "technically advanced" oil and fluid analyzers, the OSA4 TruckCheck and CoolCheck, at UMA Motorcoach Expo 2014 later this month in Los Angeles.

The company says its OSA4 TruckCheck provides automated lab-quality diagnostic analysis of engine oil, plus gear box, power steering and transmission fluids.

The On-Site analyzers utilize "leading-edge, proprietary technology and advanced software analytics to instantly profile a sample, compare it to ASTM testing standards, and send the operator warning alerts and actionable, next-step service advice," says the company.

"We're very excited about attending the UMA Motorcoach Expo for the very first time in our company's 26-year history," said Will Willis, CEO of On-Site Analysis.

"We have committed to a live demonstration exhibit because of the overwhelming volume of re-

quests by bus lines, transit companies and municipalities to learn more about how they can reduce downtime, safely extend oil-change intervals, and implement a comprehensive condition-based preventative maintenance program to extend the useful life of equipment," Willis added.

"What makes us of special interest is that our analyzers are small, as easy to use as an ATM, and can provide 'lab-quality' diagnostic results in minutes — not days or weeks as required by outside labs," according to Willis.

He noted that On-Site's "cost per test is usually less than a lab, and results are available while the equipment is still in your service bay.

"And, if there's a major problem, getting results before vehicles are back on the road is especially critical for anyone in the passenger transportation business, where breakdowns are totally unacceptable to paying customers."

See On-Site's demonstrations at Expo Booth No. 810.

Supreme Industries to divest shuttle bus business

GOSHEN, Ind. — Supreme Industries Inc., a manufacturer of 32 models of cutaway and body and chassis buses, plus truck bodies, armored vehicles and trolleys, plans to sell its shuttle bus business, the company announced.

Despite its extensive lineup of shuttles and other specialty buses, the unit represents less than 12 percent of consolidated company sales, and they hurt earnings last year, the company said.

“As a proportion of revenue mix, bus products have represented a declining percentage of our sales, and shuttle buses in particular have failed to meet profitability objectives,” CEO Mark Weber said in a statement.

“This action allows us to concentrate on markets where we can maximize future returns for shareholders and eliminate the substantial drag on earnings from the shuttle-bus business.”

The divestiture is intended to expand profit margins on a consolidated basis.

The Supreme announcement follows a similar but much larger divestiture by the nation’s largest midsize bus maker last year.

In late July, Thor Industries Inc. of Elkhart, Ind., announced it was selling its low-margin cutaway bus business to Allied Specialty Vehicles of Orlando, Fla., for \$100 million. (See Aug. 15 *Bus & Motorcoach News*.)

Thor said at the time it would focus on its core recreational-vehicle business, which is substantially larger and more profitable than its bus segment.

Most of Thor’s bus brands are familiar names in the bus industry: Champion Bus, General Coach America, Goshen Coach, El Dorado National, and Krystal.

El Dorado National is the nation’s most-popular cutaway brand; General Coach America produces the two midsize buses marketed by ABC Companies, the M1235 and the 3035RE, and Champion, Goshen and Krystal have marketed their cutaways to the motorcoach industry for years.

Thor closed the deal with Allied Specialty Vehicles in late October. (See Nov. 15 *Bus & Motorcoach News*.)

The Supreme product line includes multifunction school activity buses, transit and paratransit models, shuttles, hybrids, child care and church buses, trolley buses, and charter coaches and tour buses.

The company’s 33-passenger Senator model, built on a Freightliner chassis, is considered the company “flagship” bus. It is marketed primarily to the tour-and-charter bus industry, as well as churches.

Some of its models have kneeling options and low floors. Seating capacities range from 7 up to 39 passengers with various wheelchair placements and seating options.

Among its models is the Clas-

sic American Trolley bus. Supreme said it intends to retain the trolley bus products.

Supreme was founded 40 years ago; it incorporated 35 years ago, and it got into the bus business 30

years ago through an acquisition.

In 2012, bus sales produced \$55 million in revenue out of total company gross income of \$286.1 million.

Supreme acknowledged in its

2012 annual report that the shuttle bus industry “is highly competitive” and that it routinely faced competition from multiple companies for state and municipal bid contracts, as well as retail sales.



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— Ray Sargoni, President
Gray Line of San Francisco, San Jose & Monterey
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Academy completes deal for Horizon units in Florida

HOBOKEN, N.J. — Academy Bus, the nation's largest privately owned charter bus company, announced last month it has completed the purchase of most of the Florida operations of Horizon Coach Lines.

The cash acquisition makes

Academy the largest motorcoach company operating in Florida.

Hoboken-based Academy, which also is the nation's largest private commuter bus operator, said it plans to expand charter services in Florida to such customers as public school districts, universi-

ties and corporations, as well as airport and cruise transfers.

Academy's purchase includes units that were operating under the Horizon and Cabana Coaches names. They operate out of terminals in Miami, West Palm Beach and Jacksonville, Fla., which were included in the deal.

The Horizon-Cabana operation employed nearly 300 people. Academy said all employees had been offered jobs, with the expectation that more jobs will be created "through forecasted expansions in services.

"The time is right to add Florida service to our national network," said Academy President

Francis Tedesco.

"We look forward to providing equipment, service and safety to meet the needs of the recovering Florida economy and robust growth of the cruise and tourism industry."

The deal also included roughly 200 vehicles.

Academy acquired the Horizon and Cabana operations from Frank Sherman, the founder of Cabana and owner of Horizon. Terms were not disclosed other than it was a cash purchase. Sherman started Cabana in 2008 and acquired Horizon in late 2009.

In its application to the U.S. Surface Transportation Board,

seeking approval for the acquisition, Academy said it would be able to acquire buses and fuel at lower prices than had Horizon and Cabana, "allowing Academy Companies to maintain a high level of service while lowering rates on charter bus operations to and from Port Everglades and Florida ports and airports."

Academy Bus began serving the northeastern U.S. 40 years ago, but during the past decade has been the most expansive charter bus operator in the U.S.

It has moved into three principal markets — Baltimore; Washington, D.C., and New England, with multiple acquisitions and expansions.

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New Jersey jitneys

CONTINUED FROM PAGE 1

Investigations following the incident determined that Daramola was moonlighting from New York City Metropolitan Transportation Authority to drive for Boulevard Lines. Daramola also had received six traffic tickets dating back to 2011, according to the Newark Star-Ledger.

While Senate Bill 3082 appears to be aimed at unregulated carriers, Boulevard Lines is a 15-vehicle operator registered with the Federal Motor Carrier Safety Administration.

Immediately after the fatal crash, the FMCSA said it would act on a request by U.S. Sen. Robert Menendez, D-N.J., to investigate Boulevard Lines.

However, the FMCSA website lists 10 inspections that had been conducted at Boulevard within the previous 24 months. Eight of the inspections uncovered 18 vehicle maintenance violations, four of which resulted in out-of-service orders. Two drivers were ordered out of service, one for driving without a valid medical certificate and another for "lacking physical qualification(s)."

Jitneys are widely operated by private companies to ferry commuters from the heavily congested suburbs of northern New Jersey to New York City. West New York is across the Hudson River from Manhattan. Hudson County is one of the most densely-populated

counties in the country. Most of them are cutaway buses.

Targetted: 'Autobuses'

The proposed law, aimed at "certain autobuses," would require bus owners to assure that their drivers hold valid commercial driver's licenses. Police would be required to obtain a blood sample from an autobus operator involved in an accident causing death or serious injury unless the operator is clearly not at fault.

The law also would create a "Bill of Rights for Customers of Certain Autobuses."

Owners would be required to prominently display a telephone number for passenger complaints on the inside and outside of vehicles and promptly respond to complaints. The owner would be responsible for ensuring that all drivers are "well trained."

The difficulty of focusing the bill on a specific class of vehicles is reflected in its definition of autobuses and vehicles that would not be affected.

"For the purposes of the bill, an 'autobus' is defined as a privately-owned passenger motor vehicle operated in intrastate or interstate business over the public highways in this state for the transportation of not more than 40 passengers for hire.

"The following types of vehicles are not considered autobuses for the purposes of the bill: vehicles engaged in motorbus regular-route service, taxicabs, hotel buses,

school buses, Atlantic County and Cape May County jitney buses, limousines, vehicles used in a ride-sharing arrangement, motor buses owned by, or under contract with, the New Jersey Transit Corporation, charter bus operations, off-airport parking shuttles, and special paratransit vehicles."

Quick action

After it was introduced, Senate Bill 3082 was referred to the New Jersey Senate Transportation Committee. It received two readings and was sent to the full Senate on the same day. It was considered by the full Senate on Dec. 19. On first reading it was passed 25-0. A second reading was heard that day before the bill was passed on a voice vote.

Senate Bill 3082 authorizes fines beginning at \$1,500 for autobus owners who "knowingly" permit anyone to operate a vehicle without a valid commercial driver's license. The fine increases to \$3,000 for a second violation and \$5,000 for third and subsequent violations. The current state law fines drivers but not owners for commercial license violations.

Violations of other safety regulations in the law would be subject to fines of \$1,000 for the first offense, \$2,000 for the second violation and \$5,000 for third and additional violations.

An identical bill, known as A4546, was introduced in the New Jersey Assembly and it's proceeding as fast, or faster, than the Senate version.

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Coach sales

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average of 57 coaches per quarter, the ABA Foundation reported.

Private bus operators purchased nearly 92 percent of the new coaches sold during the third quarter of last year.

Other highlights from the third-quarter 2013 report issued by

the ABA Foundation include:

- Of the 324 new motorcoaches sold, 112 were Prevosts and Volvos
- Half the new motorcoaches delivered had Cummins engines; 34 percent had Volvo engines, and 16 percent had Detroit and Mercedes engines
- 90 percent of the coaches delivered had Allison transmissions;

6 percent had Volvo I-Shifts, and 3 percent had ZFs

- A total of 11 coach shells were sold, the same as the first quarter of last year and two more than in the second quarter

To view the dataset from the ABA Foundation third-quarter report, go to www.buses.org/files/Foundation/ABAF-Q3-Builder-Data.pdf.



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