

# Bus & Motorcoach NEWS

April 1, 2010

WHAT'S GOING ON IN THE BUS INDUSTRY

UNITED MOTORCOACH ASSOCIATION

## New at MOTORCOACH EXPO 2010

### Buses Galore

A record number of motorcoaches and buses dotted the exhibit floor at the recent UMA Motorcoach Expo in Las Vegas. Forty buses were displayed, including for the first time an assortment of used coaches. Daimler Buses of North America was the only coach builder displaying a new model equipped with all of the 2010 EPA-compliant, emissions-reducing gear (Setra coach at right). In addition to the new touring coaches on display there was a wide assortment of other buses, including a double-decker sightseeing bus, a trolley bus, a shuttle, a mock-up, cutaways, executive coaches, new foreign entries, and a batch of 35-footers. See plenty more inside.



Photos by Dave Braun, David Braun Photography, Las Vegas.

### No insurance: A safety issue worthy of jail?

PHOENIX — A multiple fatality motorcoach crash near here last month has resurrected a latent safety issue that frustrates many bus operators.

The coach that crashed was being operated by a team of drivers who were in violation of federal regulations, the bus was being run without federal operating authority, and it had no insurance on file.

It was this last violation — no insurance — that didn't sit well with bus operators across the U.S. because it didn't automatically disqualify the company from operating the coach.

Lack of insurance is not currently an out-of-service item under the Commercial Vehicle Safety Alliance criteria for ordering passenger buses off the road.

Ken Presley, vice president of industry relations at the United Motorcoach Association, suggested that not having insurance should result in not only an immediate out-of-service order but also a stiff penalty.

"We believe a carrier failing to meet the minimum financial responsibility laws, including insurance, and respect for the necessity of having proper operating authority should not only be placed out-of-service, but face severe penalties, including fines and/or prison, and be barred from reentering the business for a reasonable period," he said.

"Failing to furnish evidence of financial responsibility and maintain proper registration is a breach of public trust," Presley added.

The incident that resurfaced the insurance issue was a March 5 crash on Interstate 10 about 30 miles south of Phoenix.

The Arizona Department of Public Safety said its investigation into the accident revealed the bus

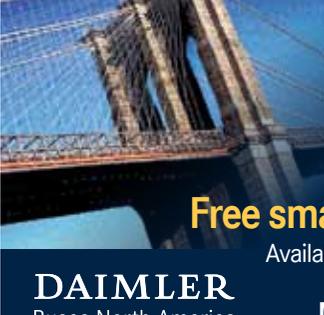
CONTINUED ON PAGE 12 ▶



ABC Companies Vice President Jim Morrison, above left speaking, briefs Expo attendees on the latest features of Van Hool coaches.



The Prevost Car/Volvo stand featured a mock-up of the selective catalytic reduction system that will be used on 2010 Volvo coaches.



## See the City, While you Wait

**Free smart car loaner vehicle\***

Available at all Daimler Buses Service Centers.

**DAIMLER**  
Buses North America



\* Some restrictions apply

**Metro New York • Metro Orlando • Greensboro • 800.882.8054**

JUST ARRIVED...

# Pre-Owned Setra S417's & Prevost H345's



Setra S417

Available NOW at ABC Companies California!

(3)	2004	S417's	\$249,900
(1)	2005	S417	\$269,900
(2)	2005	H345's	\$309,000
(4)	2005	H345 Lift's	\$329,000
(2)	2006	H345's	\$329,000
(1)	2006	S417	\$299,900



Prevost H345



## All West Coast Buses!

### Features:

- ✓ Detroit Series 60 EGR engines
- ✓ Allison B500 transmissions (S147's)
- ✓ ZF transmissions (H345's)
- ✓ Low mileage
- ✓ 56 passenger
- ✓ Alcoa wheels
- ✓ Central coach A/C
- ✓ Leather seating
- ✓ DVD players

Contact your  
ABC Sales Representative  
**1-800-322-2877**

- Jeff Backer, x60724
- Clint Guth, x60722
- Don Jensen, x61004
- Peter Oakman, x60723
- Charlie Walser, x60721



Exclusive U.S.  Distributor

1485 Dale Way, Costa Mesa, CA 92626

Used vehicles sold "as-is."  
Actual coach may vary from photo.  
No warranties expressed or implied.  
Financing available to qualified customers.

View hundreds of ABC's quality pre-owned equipment at [www.abc-companies.com](http://www.abc-companies.com)

MIDWEST  
800-222-2875

NORTHEAST  
800-222-2873

SOUTHEAST  
800-222-2871

SOUTHWEST  
800-222-2877

WESTERN  
800-322-2877

CANADA  
800-345-1287

## Motorcoach seatbelt rule to be issued in late June

WASHINGTON — The National Highway Traffic Safety Administration has put off by four months plans to publish a proposed rule that would require all new motorcoaches be equipped with lap-and-shoulder safety belts.

According to a posting on the U.S. Department of Transportation website, the rule will be published June 30 and the comment period will end two months later, Aug. 30.

Initially, the rule was to have been published in February and the comment period was to have taken place in March and April. However, NHTSA said the dates had to be advanced because additional coordination was needed. It did not elaborate.

According to the posting, the rulemaking would amend Federal Motor Vehicle Safety Standard No. 208, "Occupant crash protection," to require the installation of three-point belts at all passenger and driving seating positions in newly manufactured motorcoaches.

Additionally, it would require the installation of lap-and-shoulder

belts at driver seating positions of large school buses.

The posting made no mention of requirements that existing coaches be retrofitted with any type of safety belts, a mandate many motorcoach operators feared because of the high cost of adding the belts to their older coaches.

Estimates have ranged from \$6,000 to \$8,000 for seatbelts and \$45,000 to \$50,000 for retrofitted lap-and-shoulder belts.

NHTSA said the safety belt rulemaking is in response, in part, to recommendations made by the National Transportation Safety Board for improving bus safety. In addition, The USDOT in December unveiled an extensive new safety plan for the motorcoach industry that proposed seatbelts on new coaches.

Congress also has introduced bills involving seatbelts, including one that would mandate safety belts for motorcoaches and another that would require NHTSA to develop passenger restraint rules for coaches.

## Jack Burkert hangs up safety hat

STILLPOUND, Md. — A failed safety inspection and a traffic accident launched his career as a transportation safety expert.

And now, after more than 30 years of helping make the motorcoach and trucking industries safer, Jack Burkert is calling it quits and retiring.

However, the man who has educated thousands in the art of being safe on the nation's highways isn't going away quietly. In fact, he's delivering one final lesson in the form of a new text book, *Fleet Safety: Standards and Practices — Safe Fleet Operations for the 21st Century*.

Burkert said the book will be helpful for those who have been around for years, as well as those new to transportation safety.

"While every safety manager can benefit from the manual, if only to reassure themselves they are on the

right track, those who are learning, new to the industry, or transferred into the safety job with little or no background can receive an education in the textbook's pages," he noted.

Written in a nontechnical style, he said the content of the book relies on the experiences and education he's picked up from the many safety professionals he has worked with during his career.

Burkert said part of the impetus for writing the book was a concern that some people involved in commercial transportation safety lack the knowledge to be able to perform well.

"It seems that in many instances those who accept the role of safety or risk manager have a less-than-complete understanding of their responsibilities, or what the proper performance of their duties can mean to a motor fleet," he explained.

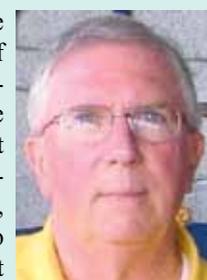
Although NHTSA declines to discuss its proposed rule in detail, the agency did say in a statement it's committed to improving motorcoach safety.

"That's why NHTSA expects to propose soon that seatbelts be required on motorcoaches to help prevent passenger ejections during

a collision," it said. "The Department of Transportation also recently released its Motorcoach Safety Action Plan which lays out concrete steps for addressing driver fatigue or inattention and improving operator maintenance."

The agency also stressed that safety is its No. 1 priority and it is

"So, while we have a lot of fleets performing well, there are others that are safety underachievers, and it is to those folks that my new textbook is primarily directed."



Jack Burkert

The 300-page book is sprinkled with case studies garnered from years in the business and his vast experience with such issues as best management practices, driver training, accident prevention, regulatory compliance, insurance claims, loss control and risk management.

Burkert's introduction to transportation safety came in the late 1970s when he gave up a high school teaching job to manage a repair shop

CONTINUED ON PAGE 14 ►

committed to making sure bus travelers reach their destinations safely.

"In close coordination with Transportation Secretary Ray LaHood, NHTSA continues to actively work toward this goal," it added.

To read the posting, go to <http://regs.dot.gov/rulemakings/201003/nhtsa.htm>. The filing is No. 61.

Sprinter - A Daimler Brand

## Take Another Look!

Best in class fuel economy can result in as much as **\$20,000 saved** annually in fuel costs.\*



Designed and powered by Mercedes-Benz provides luxury design and a premium product.

Extended fixed maintenance and oil change intervals provide significant cost savings.

### Value, Safety, and Luxury – It's All Inside!



Cost-per-mile has never been more important and the Sprinter is the most efficient and durable shuttle bus in the market. Beyond being cost-effective to operate, the Sprinter shuttle bus is also one of the safest in its class and has the fit and finish you've come to expect from Daimler Buses. Value, Safety, and Luxury - it's all inside!

Contact your Sprinter regional sales manager today or call us directly to discuss how this vehicle can drive new business into your current operation, while helping you to improve your bottom line.

**DAIMLER**

Buses North America 800.882.8054 • [WWW.DAIMLER-BUSNA.COM](http://WWW.DAIMLER-BUSNA.COM)

**SPRINTER**  
Endless Possibilities

# THE DOCKET

## Federal safety regulations are challenge to everyone

Motorcoach operators must comply with hundreds of federal regulations related to safety and operations.

At the same time, state and federal enforcement officials must interpret and enforce those myriad rules and requirements.

Sometimes, those doing the enforcing get it wrong.

When operators or their drivers are informed — during roadside, destination or terminal inspections — about a regulation they are unfamiliar with or think has been interpreted in error, they should ask to see the rule in writing.

That's the straightforward advice from experts on hand for a panel discussion on federal rules and regulations at the United Motorcoach Association's recent Motorcoach Expo in Las Vegas.

"Be sure to validate what you hear," recommended Bradford J. Watkins of Consolidated Safety Services of Fairfax, Va., which contracts with government units to provide commercial vehicle safety inspections.

Often times, he said, inspectors and enforcement officials are interrupting the regulations on the fly — when they are in the field, and sometimes they are mistaken about a particular rule.

"Go back to the regulations and see what it really says and if it is different than what you were told, then ask to see it in the regulations," he stressed.

The advice came in response to comments made by operators who said their drivers sometimes are confused by what they are told during roadside or destination inspections, and their understanding of the multitude of regulations they have to live by when on the road.

Wesley F. Barber, a special agent for the Federal Motor Carrier Safety Administration and a veteran inspector, said help is available on the FMCSA website, [www.fmcsa.dot.gov](http://www.fmcsa.dot.gov).

He said the site not only contains valuable information about the regulations and agency interpretations of the rules, but also a variety of other issues, including carrier profiles, safety ratings, industry statistics, accident data and registration payments.

The Expo discussion, which

was moderated by Ken Presley, UMA vice president of industry relations, centered on the most-frequently-asked questions about the rules that UMA gets from its members.

In addition to regulation interpretation issues, other popular queries concern hours-of-service rules, pre-employment checks, and medical cards.

Barber explained that when drivers are fulfilling their off-duty requirements during a long trip, they must be completely free of any responsibility for the bus and the passengers during their off-duty period.

He said drivers may remain inside their empty bus, and may even sit behind the wheel to read or rest, although he does not recommend doing that because of possible demands from passengers.

"Responsibility for the bus and passengers is the key and, if you do anything, then you would be back on duty and would have to start your off-duty time over again," he noted.

Most pre-employment questions that UMA gets focus on operators being unable to obtain the driving records of job applicants from companies that previously employed them.

Barber said operators who are considering the applicants are responsible for making every effort to obtain the records, including sending follow-up requests if their initial contacts do not result in a response.

Although federal rules do not specify the number of contacts that must be made, several well-documented attempts usually is sufficient.

"You can't go down the street to get that guy to respond, that's our job," said Barber, who added that operators also are required to notify the FMCSA of any operators who ignore a legitimate request for employment screening information.

Operators also frequently ask about drivers who carry current medical cards but do not appear fit to drive.

Watkins said things can happen to someone after they obtain their card — like losing required eye glasses — and operators need to be vigilant for such problems.

## UCRA fee collection blocked

WASHINGTON — Whoa, Nellie.

States AREN'T going to be collecting Unified Carrier Registration Agreement fees any time soon.

As reported in the March 15 issue of *Bus & Motorcoach News*, the Federal Motor Carrier Safety Administration issued "regulatory guidance" in late February that said states participating in the Unified Carrier Registration Agreement program could begin collecting fees for 2010 at the rates in effect for 2009.

Then, according to the

FMCSA, states could go back and reassess carriers for any difference once a federal rulemaking to set the 2010 fees was completed later this year.

Well, it seems the UCRA board of directors wasn't enamored of the process proposed by the FMCSA.

The UCRA board voted 10 to 1 to prohibit states from collecting any UCRA fees for 2010 until the FMCSA publishes the final rule resetting fees for the program, or until further notice from the board.

One observer, after listening to the UCRA directors discuss the

issue, reported that board members concluded that attempting to collect under the FMCSA guidance would lead to severe administrative problems for the program.

The board's resolution has been circulated to all of the states that participate in the UCRA, and apparently the board has the power to thwart collection by individual states.

The federal rulemaking to set the 2010 fees is now at the federal Office of Management and Budget for final review, and its issuance is anticipated this summer.

## Canadians escape U.S. entry fee

WASHINGTON — The United States has exempted Canadians from having to pay the new \$10 visa waiver fee upon arriving in the U.S. — due to the "special relationship" between the two countries.

"This is good news," said Victor Parra, president and chief executive of the United Motorcoach Association.

The Travel Promotion Act, passed by Congress and signed by

President Obama last month, requires all visitors from countries participating in the United States' visa waiver program to pay \$10 when entering the country. (See March 15 *Bus & Motorcoach News*.)

The money will go towards a "Come to America" campaign aimed at attracting more international travelers to the U.S., which has seen a decline in visitors since

the Sept. 11, 2001, terrorist attacks.

However, U.S. officials have confirmed that Canadians will not have to pay. It will apply, however, to all other countries in the visa waiver program, including the United Kingdom, Australia, South Korea and much of Western Europe.

In 2008, nearly 19 million Canadians traveled to the United States, according to Statistics Canada.

## Infrastructure bank plan criticized

WASHINGTON — An Obama administration plan to use \$4 billion to create a national infrastructure bank to help finance transportation projects is catching flack in Congress.

U.S. senators are questioning how the bank would operate, if rural projects might lose funding to larger urban areas, and whether the federal government needs to pile on more debt.

In its fiscal 2011 budget re-

quest, the U.S. Department of Transportation proposed dedicating \$4 billion to a National Infrastructure Innovation and Finance Fund, following on an unfulfilled request it made for an infrastructure bank last year.

"You might have changed the name of the program but the details remain the same. By that I mean there are no details," Sen. Kit Bond (R-Mo.) said during a Senate Appropriations subcom-

mittee hearing.

Transportation Secretary Ray LaHood said that while he did not know all the answers, "the idea has been kicked around Congress for a long time."

The administration is "trying to find ways to do all the things that we all want to do without raising the gasoline tax," LaHood said.

"We feel that the infrastructure bank is a way to do that."

## Diesel fuel prices on rise again

Diesel fuel prices made a slow, steady climb during March, ending the month more than 17 cents a gallon higher than they were in February. The price had declined by more than 12 cents a gallon during February.

The March increase brought the national average price of diesel to more than \$2.92 a gallon, the Department of Energy reported. Gasoline pump prices also rose.

"A medical card is not a get-out-of-jail-free card," he said.

He suggested, too, that opera-

The gain last month left the motorcoach industry's main fuel more than 90 cents a gallon higher than it was during the same week last year, according to USDOE figures.

The main culprit causing diesel to rise appeared to be increasing oil prices, which were driven higher by speculators. Oil has climbed measurably above \$80 a barrel as investors speculate that inventories are declining and de-

tors always use their own physicians for medical examinations.

"You need to have a physician

mand will pick up.

The USDOE forecasts that diesel will average \$2.96 a gallon this year and \$3.14 in 2011. Those numbers are in line with previous forecasts.

Diesel averaged \$2.46 a gallon last year.

Gasoline is expected to rise to an average \$2.84 this year, up from last year's \$2.35, before rising to \$2.96 in 2011.

in your back pocket who's working for you, and won't put your company at risk," he emphasized.

## Mandatory sleep apnea test is being considered by feds

WASHINGTON — The Federal Motor Carrier Safety Administration, which has been working for months on a rule that toughens the current 15-year-old physical qualification requirements for drivers, may be pondering mandatory sleep-apnea screening as part of any new mandate it issues.

While it's unclear what the final standard might look like, there are strong indications new drivers seeking their CDL might have to undergo screening for sleep apnea at the medical exam level.

At the same time, the rule might also require that the existing pool of commercial vehicle drivers be monitored by their employers for screening and ongoing treatment — much like existing drug-testing rules work.

Depending on the severity, drivers with obstructive sleep apnea could still be permitted to work — if they're in a treatment program.

Obstructive sleep apnea is the increasingly well-known sleep disorder that causes the closing of the airway passage at the back of the throat, leading to cessation of breathing during sleep.

Individuals with obstructive sleep apnea usually are not conscious of their inability to draw a breath, which can occur dozens of times an hour for periods that can be as long as a minute each.

According to the Sleep Center at the University of Pennsylvania, roughly 28 percent of commercial drivers are likely afflicted with some degree of sleep apnea.

The affliction is most common in overweight males with a body mass index of 25 or larger, and a collar size more than 17 inches. Loud snoring, frequent night waking, shortness of breath and, of course, unexplainable daytime fatigue are telltale signs.

## Rock slide rocks I-70 in Colorado

Officials in Colorado are optimistic they can keep Interstate 70 open, with a single lane in each direction, after a 17-mile stretch was closed last month by a large rock slide.

Colorado Department of Transportation work crews completed clearing rocks that tumbled off the face of Glenwood Canyon, closing the highway between Glenwood Springs and Dotsero.

One eastbound and one westbound lane were opened through

As more attention is paid to the problem, motor carriers may end up in legal limbo waiting for concrete federal guidelines while at the same time trying to insulate themselves from overly litigious trial lawyers.

There's little doubt plaintiff attorneys are sharpening their claws as the dangers of sleep apnea become more familiar. In fact, trial lawyers are using the available obstructive sleep apnea literature — some which suggests that extremely fatigued drivers could threaten highway safety as much as drunk drivers do — to their advantage in court.

The safety-related justification for obstructive sleep apnea testing is obvious, but the liability ramification should be just as clear for anyone operating commercial vehicles in the U.S.

A handful of cases have already tested this approach, with varying degrees of success.

Clearly, though, lawyers are increasingly winning judgments by claiming carriers are vicariously liable if their drivers are involved in fatigue-related accidents — and more so if drivers are diagnosed with obstructive sleep apnea.

"It's kind of a Neverland for carriers because there's enough information out there that suggests this is a problem, so it opens up the question (of liability) if you have such information on a driver and perhaps look the other way," said one attorney.

This is all the more reason to move forward quickly on a federal rule that provides clear procedural guidelines for operators.

That's not to say trial lawyers won't circle around anyway, but a legal road map drawn up by the feds would better protect carriers who practice due diligence.

the area, with speed limits set at 40 mph.

The rock slide was so violent boulders punched holes through elevated portions of the roadbed and C-DOT officials said it will take weeks or maybe months to repair the highway, which is a major route through the Rocky Mountains.

Getting the roadway reopened required work crews to hike 900 feet up a canyon wall and dynamite sections of loose rock that threatened to crash down.

## Conference to tackle sleep apnea

WASHINGTON — The American Sleep Apnea Association has announced plans to conduct a first-ever national conference on sleep apnea and commercial drivers.

The one-day session will be May 12 at The Westin Baltimore Washington-BWI in Baltimore.

It will be preceded by a reception and a keynote address by National Transportation Safety Board Chairman Deborah Hersman on May 11.

While sleep apnea is a major health and safety concern for all transportation modes, studies have shown that as many as 28 percent of over-the-road commercial vehicle drivers may be afflicted by the illness.

Obstructive sleep apnea is a condition in which an individual's airway is blocked while sleeping, typically resulting in frequent breathing interruptions lasting from 10 sec-

onds to more than a minute, loud snoring, and non-restorative sleep.

Obstructive sleep apnea afflicts at least 20 million Americans — equal to or more than asthma or diabetes, yet more than 85 percent remain undiagnosed, says the association.

Individuals with obstructive sleep apnea are more likely to have high blood pressure, heart problems, stroke, depression and sexual dysfunction, and their annual health care costs are twice that of people without sleep apnea.

One controlled study demonstrated that people with obstructive sleep apnea have a six times greater risk of being involved in a traffic crash and a seven times greater risk of having multiple crashes.

"The meeting's objectives are to provide a common understanding of obstructive sleep apnea diagnosis and treatment, clarify current and proposed regulations, create a forum

of experts to generate guidance for improvements, and provide (commercial vehicle) management attendees with a resource tool kit to improve employee health and safety as well as realize significant benefits for the company", said Ed Grandi, ASAA executive director.

A number of federal agencies, trade groups and private companies have announced their participation in the program, including the Federal Motor Carrier Safety Administration and the NTSB.

The conference will feature presentations and panel discussions on the central issues associated with sleep apnea and commercial driving.

For more information about the conference, contact Reid Blank at (408) 247-0030, or e-mail [rblank@sleepapnea.org](mailto:rblank@sleepapnea.org), or go to [www.satc2010.org](http://www.satc2010.org) or [www.sleepapnea.org](http://www.sleepapnea.org).

Formerly  
**BIG RIG COLLISION**

**WELCOME**  
TO THE *Fabulous*  
**BRC Coach & Transit**  
VEGAS, 2010

**TWO LOCATIONS**  
Calgary, Alberta      Las Vegas, Nevada

**"One stop shop" for:**

Collision repair	Interior repair
Mechanical	Paint and graphics
Refurbishment	Frame straightening
Fire restoration	Transportation logistics

Rob Pek – [rpek@brccoachandtransit.com](mailto:rpek@brccoachandtransit.com) or phone 403.243.7400 ext. 111  
Brad Field – [bfield@brcgroup.ca](mailto:bfield@brcgroup.ca) or phone 403.243.7400 ext. 108  
Toll-Free: 1.888.848.8686  
[www.brccoachandtransit.com](http://www.brccoachandtransit.com)

## Letter to the Editor

The March 15th issue of *Bus and Motorcoach News* contained a letter to the editor discussing sustainability in the motorcoach industry — specifically as it relates to pricing.

While we agree with the author on some points, such as the increasing cost of new equipment, training and rising customer expectations, we felt it important to point out not only some of what makes our industry unique but also how pricing strategies can play a role in your overall business plan, and how best to compete with and understand the “race-to-the-bottom” competitor.

First of all, let's be honest — we have all complained and grumbled when confronted with a competitor that “just doesn't seem to get it” because he or she “low balls everything.”

In fact, they may be doing just that, and likely won't stick around long. But consider your own pricing strategy: Do you employ a variable pricing model such as the airlines use?

For instance, do you have one rate when you are at 25 percent capacity, another at 50 percent and so on.

Perhaps your competitor is doing the same and the rate your customer is confronting you with is your competitor's 25 percent utilization rate.

Frustrating — certainly, but what are YOU going to do about it. You cannot control what your competition does, but you can control your own destiny.

This type of pricing strategy is called yield management — the process of understanding, anticipating and reacting to consumer

behavior to maximize revenue or profits.

Airlines, rental cars and hotels all use this strategy. So do the new scheduled-service intercity bus carriers, as well as Amtrak.

When you think about it, this is a good way to keep your competition guessing, and presents you with an opportunity to explain your pricing to your customer and sell your company's strengths — be it your employee training and experience, superior equipment, or valuable passenger amenities such as Wi-Fi or satellite TV that perhaps your competitor does not offer.

Reliable academic pricing models may be great in a classroom, and they can certainly serve as a benchmark, but in the real world you need to deal with real competitors who are dying to eat your lunch, and it doesn't matter if it is in the motorcoach industry, retailing or the fast-food business.

How can McDonald's sell two egg McMuffins for \$2 and make any money? Likely they are not — this is a pricing strategy designed to get you in the door to try the product and hopefully you will come back for lunch or dinner sometime later in the week and order off the retail menu.

The same works for the coach industry.

And keep in mind the transit industry for years was accustomed (and still is when it can get away with it) to giving service away for community recognition and awareness.

From a personal perspective, we both have seen the value of stepping up to the plate as a community partner when duty calls. Does that mean free service? Not necessarily. Maybe it's service provided at cost or bartered in exchange for advertising or other

benefits that only you can put a price tag on.

Most people understand there is no free lunch in this world and basic costs of operation need to be covered. With that said, however, it is vitally important to realize it is not ultimately the consumer's responsibility to understand our industry — they are generally looking for value — the best value to be more specific, and yield-management pricing helps us meet that expectation.

If we as an industry embrace the value in community-based partnerships, that ever-widening gap between severely pressured transit agency budgets and the public's increasing transit expectations can only be filled by the private transportation sector. We are the only ones that can fill that void so let's be ready for it.

There are additional resources the customer can use in selecting a qualified and safe carrier, such as the federal government's [www.safersys.org](http://www.safersys.org), or is the company they are considering a member of an industry organization such as UMA, Trailways, IMG or a state association? Has that company received industry recognition, such as a UMA Vision Award or been featured in an industry publication?

And, as for academic benchmarking, go one better — join a UMA 20 Group. If your competitor is not in one, you will see what they are doing wrong and likely be less concerned about it. And if they are in one and you are not, maybe there is a reason your lunch is getting eaten.

—Godfrey Lebron,  
Paradise Trailways, and  
Brian Scott,  
Escot Bus Lines

# Climate-change legislation appears dead, rules possible

WASHINGTON — Cap-and-trade legislation aimed at reducing greenhouse gas emissions appears to be dead in the U.S. Senate for the time being, but the U.S. Environmental Protection Agency continues to move forward with its own plan for regulating greenhouse gases.

USEPA Administrator Lisa Jackson has outlined her agency's plans, which originally were to have been implemented this year, in a letter responding to several senators from coal-producing states.

In their letter, the senators requested a moratorium on EPA plans to propose two rules that would regulate greenhouse gas emissions, primarily from large sources such as power plants and oil refineries.

“I share your goals of ensuring economic recovery at this critical time and of addressing greenhouse gas emissions in sensible ways that are consistent with the call for comprehensive energy and climate legislation,” Jackson wrote.

Starting next year, USEPA plans to require large stationary emitters filing permit applications to address ways they will reduce greenhouse gas emissions, Jackson said. Small emitters will not be phased in until 2016.

The USEPA has not said how the agency intends to require heavy commercial vehicles to curb their emissions of carbon dioxide, but a report on the agency's website projects a rule could be proposed as early as this summer.

The National Highway Traffic Safety Administration also is to consider a greenhouse gas emissions rule later this year but first is

awaiting recommendations of a diesel fuel-efficiency study by the National Academy of Sciences.

At the same time, opposition to cap-and-trade legislation and EPA rules aimed at limiting carbon emissions is growing.

Many in the commercial vehicle industry oppose such measures because they say it would cause a spike in diesel fuel prices as oil producers pass higher costs to end-users.

At least 16 separate petitions have been filed in federal appeals court seeking to overturn the agency's December finding that CO2 emissions endanger public health, a required step for the agency before it issues and enforces climate change rules.

Lawsuits or congressional action could stall the EPA's greenhouse gas emissions rulemaking efforts.

Also, a disapproval resolution that Sen. Lisa Murkowski, R-Alaska, introduced in January is expected to be voted on by the Senate. It seeks to strip EPA of its authority to regulate greenhouse gases.

Meanwhile, supporters of climate-change legislation have lost their momentum to competing issues, including the economy remaining on the skids and plenty of pressure opposing the measures.

Those developments add to a growing consensus that the cap-and-trade bill, which narrowly passed in the House last June but has languished in the Senate, won't pass this year.

Still, while the issue isn't going forward, it's not going away. And, as always, Congress remains unpredictable.

## 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

To subscribe or inquire about your subscription:

E-mail:  
ebalm@busandmotorcoachnews.com  
Fax: (405) 942-6201  
Mail: 3108 NW 54th Street  
Oklahoma City, OK 73112  
Call: (866) 930-8421

To advertise or to mail advertising-related materials:

Call: Johnny Steger at (866) 930-8426  
E-mail:  
jsteger@busandmotorcoachnews.com  
Mail: 2200 N. Yarbrough, Suite B  
Box No. 336  
El Paso, TX 79925

To send advertisements or photographs via the Internet:

E-mail: BMNews@jezac.com

To contact the United Motorcoach Association:

Call: (800) 424-8262  
Online: [www.uma.org](http://www.uma.org)

# Bus & Motorcoach NEWS

ISSUE NO. 166

A PUBLICATION OF THE UNITED MOTORCOACH ASSOCIATION

## Staff

Editor & Publisher: Victor Parra  
Senior Editor: Bruce Sankey  
Sales Director: Johnny Steger  
Industry Editor: Ken Presley  
Associate Editor: Ellen Balm  
Art Director: Mary E. McCarty  
Editorial Assistant: Amy Stalknecht  
Editorial Assistant: Michele Nosko  
Editorial Assistant: Maggie Masterson

Accountant: Ted Williford

## Advisory Board

William Allen  
Amador Trailways  
Sacramento, Calif.

Brian Annett  
Annett Bus Lines  
Sebring, Fla.

Larry Benjamin  
Northfield Lines  
Northfield, Minn.

Dave Bolen  
New World Tours  
Bristow, Va.

Autumn Dipert Brown  
Dan Diepert Coaches  
Arlington, Texas

David Brown  
Holiday Tours  
Randlemann, N.C.

James Brown Sr.  
Magic Carpet Tours  
Richmond, Va.

Steve Brown  
Brown Coach  
Amsterdam, N.Y.

Tira Wayland  
ABC Companies  
Faribault, Minn.

Gladys Gillis  
Starline Luxury Coaches  
Seattle

Dale Krapf  
Krapf Coaches  
West Chester, Pa.

Godfrey Lebron  
Paradise Trailways  
Hicksville, N.Y.

Joan Libby  
Cavalier Coach Trailways  
Boston, Mass.

Marcia Milton  
First Priority Trailways  
District Heights, Md.

Michael Neustadt  
Coach Tours  
Brookfield, Conn.

Jeff Polzien  
Red Carpet Charters  
Oklahoma City

Tom Ready  
Ready Bus Lines  
LaCrescent, Minn.

Brian Scott  
Escot Bus Lines  
Largo, Fla.

Michelle Silvestro  
National Interstate Insurance Co.  
Richfield, Ohio

T. Ralph Young  
Young Transportation  
Ashville, N.C.

# Quality service remains the bedrock of good business

By Dave Millhouser

"I want EVERY option you've got"... it was my "bus salesman's dream" come true.

Fate had plopped a nuclear power station in the middle of a small town, and the mayor was determined to spend every dime of the community's real-estate tax windfall. Why not a big bus to tote senior citizens on trips?

Anyone can buy a coach that will knock your socks off. Modern buses offer everything from theater-style entertainment systems, to central vacuum cleaners, to the ability to shop online while rolling down the road.

Heck, the newest ones emit exhaust gases that are cleaner than the air the engine took in.

The key here is that "anyone" can buy good equipment. The only thing that seems scarcer than money today is quality service.

Many businesses require you to jump through electronic hoops to talk to a real person. They're only interested in volume, and anything out of the ordinary gums up the system.

If you're at all like me, you've

found some stores, services, restaurants and vendors that treat you well — and provide quality service. You're willing to pay more for the comfort and confidence they offer.

Business is part formula, part art. If anyone (with money) can buy flashy coaches, and exercise good business practices, then why do some operators succeed, and others fail?

A smart guy could give you lots of reasons. I, on the other hand, can offer but one. Service.

Quality service is both difficult to define...and real. It's about relationships and understanding what a customer needs. For the most part, in our business, it doesn't cost much more to do it right. We have a small, finite group of potential customers, so we are punished quickly when we foul up.

A couple of ideas, stolen from friends, may be helpful.

You can't control the uncontrollable (obviously) but there are lots of things you CAN make happen.

For heavens sake, RETURN phone calls. Every employee should understand that customers hate not

knowing. It should be policy that everyone who works for you should return every call within 24 hours — even if it is to let them know you haven't yet got an answer.

Clients can correctly assume if you're not calling them back when you're trying to sell them, you surely won't respond when there's a problem.

Look into the future. If you have a complaint you know you're going to have to address, do it now. If it's going to cost you \$1,000, satisfying your customer right away is an investment. Quibbling is going to ruin your chances for future business, and you're still going to pay the \$1,000.

One company, after 9/11, maintained it had a right to keep deposits on cancelled trips to New York City. Most operators immediately returned deposits, and hoped for the best. The guy who didn't took a pounding in the press, ticked off key clients, and several days later DID refund the money. Talk about lose/lose.

Give your employees a reasonable amount of power to solve problems. Let drivers make decisions on the road, and have office

folks handle questions and problems. Train them and then back up their decisions.

On occasions when they mess up, point it out so they don't make the same mistake again. That way you have happy customers, and a constant stream of new mistakes.

You may lose a few bucks on weak decisions but you improve your chances of keeping a customer.

Go the extra mile, add value in unexpected ways.

Hans Schoeffler, a senior executive for a major bus builder, once had a customer in desperate need of a part. Hans loaded the part into the trunk of his car and drove all night across three countries to help. (It was Europe; they're small countries.)

Hans has since passed on but you can bet there are a ton of folks who remember him fondly. (I sure do.)

Make service a key part of your corporate culture and turn your folks loose to provide it.

Someone in your company has time to check "Lost and Found" for a passenger's glasses, or call parents and tell them a bus is late.

You get it.

Some customers will never be satisfied. Unload them. They're never going to let you (or your competitor)

make money, and they suck the soul out of your people.

Don't wrestle with pigs. You both get dirty and the pigs enjoy it. Put all that energy to work for your good customers.

Name a single company you respect that is weak on service. Price leader Wal-Mart has "Greeters" and a reputation for standing behind what it sells.

A great man once said: "He among you who would be great... should be the servant of you all."

My snatching ideas may have gone too far this time. The foregoing is from Mark 10:43, and I may be stealing from the wrong guy. I'm toast.

Dave Millhouser is a bus industry marketing consultant and freelance writer. Contact him at: dave\_millhouser@hotmail.com.



Dave Millhouser

Centrally located between Madison, Milwaukee and Chicago




Painting  
Fabrication  
Ricon Lifts  
Vinyl Graphics  
Collision Repair  
Certified Welding  
Frame Straightening

**Your Collision Center & More!**

2027 W. Avalon Rd • Janesville, WI 53546  
PHONE: (608) 756-0861 • FAX: (608) 756-0136 • TOLL FREE: (800) 524-6113  
[www.budgettruckandauto.com](http://www.budgettruckandauto.com)



Serving the Industry for Over 40 Years!

WWW.CHEMPACE.COM • 1-800-423-5350

**INNOVATIVE SOLUTIONS FOR MOTORCOACHES!**




Call Chempace for FREE SAMPLES or to BUY DIRECT 1-800-423-5350

**BUYING DIRECT ALWAYS EQUALS COST SAVINGS**

Full Line of Super-Effective Toilet Treatments & More!

Now with Enhanced Fragrances, Stronger Dyes, & New Formulas!

**NO MATTER THE INDUSTRY...WE ARE THE SOLUTION PEOPLE**

MOTORCOACH • SEPTIC & GREASE HAULERS • PORTABLE SANITATION • RV/MARINE • MUNICIPALITIES • AUTOMOTIVE



The new 45-foot Caio G3600 features a Brazilian body on a dual-axle Freightliner chassis. It has a pass-through luggage bay with a capacity of 477 cubic feet.



Prevost and parent company Volvo used Expo to educate customers about the 2010 Volvo D13 engine.

The engine will be introduced later this year on Prevost coaches, like this X3-45, and the Volvo 9700.



IC Bus brought its latest cutaway models to Expo, including the lift-equipped model at top, along with a 38-foot concept coach, above, that could go into production late this year. The concept model features a Brazilian body on an International chassis.



Daimler Buses' popular Sprinter shuttle has been rebranded and its distribution shifted from Dodge dealers to Mercedes-Benz and Freightliner dealers. The Mercedes logo gives the Sprinter an enhanced cachet.



Daimler Buses brought its revamped 2010 Setra S 417 to Expo, touting a long list of new features, including a front Collision Guard System designed to protect drivers.



Cable Car Classics newest trolley bus uses steel-box-tube framing to assure longer life in rigorous service. For more information, go to [www.cablecarclassics.com](http://www.cablecarclassics.com).



Executives with Bus & Coach International used Expo as a forum to explain changes planned for BCI Falcon coaches this fall when the 2010 models are to be introduced. Most notable is the addition of International MaxxForce engines.

Glaval Bus of Elkhart, Ind., had the latest version of its 38-foot Synergy coach on display at Expo. Built on a Freightliner chassis, the Synergy features flexible interior designs, with seating for 24 to 41 passengers. The bus uses a Cummins engine and Allison transmission. More information at [www.glavalbus.com](http://www.glavalbus.com).





This million-mile plus MCI Renaissance was converted into a luxury day coach by Budget Truck and Auto for Van Galder Bus of Janesville, Wis.



Turtle Top's upscale Odyssey XLT is built on a Freightliner chassis, using a Cummins ISC engine. The Odyssey is 42-feet long with a capacity of up to 42 passengers. It is available in a variety of floor plans that can include a lift and restroom. More information available at [www.turtletop.com](http://www.turtletop.com).



Stallion Bus Industries unveiled this 30-foot model at Expo. The rear-engine bus – which uses a Chinese-made Higer body on a Freightliner chassis – is powered by a 245-horsepower Cummins engine and Allison transmission. Features include an independent front suspension and Thermo King A/C. For more information, go to [www.stallionbus.com](http://www.stallionbus.com).



Carrocerias Ayats, a Spanish bus and motorcoach manufacturer, brought one of its double-decker, open-top sightseeing bus to Motorcoach Expo. The bus on display is one of six operated in Las Vegas.



The Temsa TS35 returned to Motorcoach Expo as the industry's only recognized 35-foot mono-coque coach. The Turkish-built coach features an American drive train, stainless steel frame and seating for 38-to-42 passengers. More information available at [www.temsa35.com](http://www.temsa35.com).



The VersaBus LF25 unveiled at Motorcoach Expo is built in Hungary for the U.S. market and is being distributed by iTransit of Orlando. The low-floor shuttle has a rear engine and two wide doors for easy access.



Safety features on Van Hool coaches like this C2045 model were emphasized by ABC Companies and Van Hool at Motorcoach Expo 2010, along with the fact

that Van Hool was named Bus Builder of the Year last year by the European trade press. ABC also marked its 60th anniversary in business.

# New buses, coaches make Expo a tire-kickers paradise

## ABC Companies Van Hool coaches

ABC Companies celebrated a pair of milestones during UMA Motorcoach Expo, as well as introducing new safety features for the three principal models of Van Hool coaches it markets in North America.

ABC marked its 60th anniversary in business, as well as the delivery of the 7,000th Van Hool motorcoach into the U.S. market. Sun Diego Charter Co. of National City, Calif., purchased a 2010 Van Hool C2045E, representing the 7,000th unit.

The sales milestone was commemorated during Expo, with Sun Diego Charter President Rich Iles presented with a large, ceramic replica Van Hool coach.

With Van Hool still months away from switching production to coaches with 2010 EPA-compliant engines, ABC emphasized safety features available as options on new Van Hool coaches.

The safety options include:

- Electronic stability control
- Hella DynaView headlight system
- Iteris lane departure warning system
- Smartire Smartwave tire-pressure monitoring system
- Kidde fire detection and suppression system

The electronic stability control system is an extension of the WABCO automatic traction control and antilock braking systems currently on Van Hool coaches in the U.S.

The stability system is designed to provide increased protection against rollover, skidding and spinning. The system automatically intervenes when the system senses vehicle stability issues.

The Hella headlight system combines cornering lights with existing headlights. The system turns on the cornering lights in a variety of situations, like when the turn signals are activated, when the coach is put into reverse, and when the coach speed exceeds 25 miles per hour.

The Iteris lane departure warning system detects vehicle drift and inadvertent lane changes. It alerts the driver through distinctive seat vibrations. The system also prompts use of turn signals, promotes center lane driving, and helps warn drivers of possible fatigue.

During a meeting with reporters and editors from industry trade publications, CEO Dane Cornell said the fire that destroyed the General Coach America plant that produces the M1235 and 3035RE buses for ABC will delay output by four to five months.

For information about ABC and Van Hool buses, go to [www.abc-companies.com](http://www.abc-companies.com).

## Budget Truck and Auto Coach Conversion

Budget Truck and Auto of Janesville, Wis., offered an alternative to the new coaches that dominated the offerings on the Motorcoach Expo show floor.

Budget brought an 11-year-old, 1.2-million-mile MCI Renaissance it had converted to a day coach for Van Galder Bus Co.

Van Galder has six of the conversions in its fleet that are used for weddings, sporting events, shopping trips, wine tasting forays,

birthday parties, prom and homecoming events, bachelor and bachelorette parties, concerts, and executive and corporate travel.

During the conversion, the interior was gutted, except for the restroom and driver station. Budget installed a luxury lounge-chair interior with galley, ice chests, refrigerator, cabinets and closets, televisions and custom lighting in an attractive, functional layout.

"This coach will give you something unique and luxurious to offer your customers," said a Budget spokesman. "Our conversions are built to your specific desires. With no set floor plans, the sky is the limit on your design."

For more information, go to [www.budgettruckandauto.com](http://www.budgettruckandauto.com).

## Bus & Coach International Falcon 45

When it came to its Falcon motorcoaches, much of the focus at the BCI stand at Expo 2010 was on refinements being planned in conjunction with the introduction of a 2010 EPA-compliant power train later this year.

BCI executive David Oldridge said the company will be switching to the new International MaxxFoCe engine, which does not require selective catalytic reduction technology to meet federal emissions standards for 2010.

The new engine is to be linked to a Caterpillar automatic transmission.

Oldridge noted that the MaxxFoCe engine weighs 500 pounds less than a Caterpillar engine, aiding fuel economy.

Enhancements expected to be introduced, along with the power train, include three-point seatbelts, Meritor axles, standard WiFi, and Amaya seats as an option.

Oldridge says the 2010 model will add \$10,000-\$15,000 to the base price of a Falcon 45, which currently has an advertised price of \$379,900.

For more information, go to [www.bci-bus.com](http://www.bci-bus.com).

## Caio North America Caio G3600 Coach

Caio North America introduced the Caio G3600 45-foot coach at Motorcoach Expo.

The G3600 marries an integral body produced by San Paulo, Brazil-based bus manufacturer Caio Induscar, with a Freightliner XBP three-axle chassis. The result is a well-equipped, 57-passenger, 102-inch-wide coach with plenty of standard and optional features.

Standard equipment includes a 450-horsepower Cummins ISM engine, Allison B500 transmission, Carrier roof-mounted HVAC with O5G compressor, air-ride suspension, Recaro driver seat, and heated remote mirrors. The coach comes with two 8D 12-volt batteries, a 150-gallon fuel tank, bonded windows, and front disc brakes.

Options include an REI eight-monitor A/V system, stainless steel superstructure, aluminum wheels, rear window, modular composite bathroom, and keyless entry.

Caio's are being distributed in the U.S. by a network of well-known bus dealers, including Arcola Bus of Carlstadt, N.J.; Bus-

West of Carson, Calif.; Colonial Equipment Co. of Monrovia, Md.; 1st Class Coach Sales Corp. of Orlando, Fla., and Northern Bus Sales of Hudson, N.H.

For more information, go to [www.caio-na.com](http://www.caio-na.com).

## Carrocerias Ayats USA Open Top Bus

Ayats, Spain's only coach builder still producing double-deckers, had one of its open-top sightseeing buses built specifically for the U.S. market on display at UMA Motorcoach Expo.

The Ayats' open top is a 43-foot coach that seats up to 90 passengers.

Six of the open-top vehicles are in use in Washington, D.C., and another six are being operated in Las Vegas.

For more information, go to [www.carroceriasayats.com](http://www.carroceriasayats.com).

## Daimler Buses North America Setra and Sprinter

To comply with the 2010 federal clean-engine mandate, motorcoach manufacturers supplying the U.S. market are re-engineering many aspects of their buses.

Not only must they accommodate new engines, but in most cases they also must make room for a new emissions-control system that includes a 15-gallon tank for diesel exhaust fluid (urea).

Daimler Buses North America used the required changes as an occasion to give its Setra S 417 the most extensive facelift the luxury coach has received since it was introduced in North America at UMA Motorcoach Expo 2003.

The dramatic revamping includes more than 30 new features, changes to systems, safety enhancements, design improvements, and functional upgrades.

"We used this as an opportunity to enhance the coach," said Richard O. Ferguson, who was attending UMA Motorcoach Expo 2010 for the first time as president and CEO of Daimler Buses North America.

The changes range from new belted seats, to rain-and-light sensors, to a redesigned lavatory, to new baggage bay doors, to a "3D-effect" driver cockpit, to a new location for the wheelchair lift.

To accommodate the 2010-compliant Mercedes engine and its selective catalytic reduction emissions system, Daimler completely retooled and enlarged the Setra engine cooling system, including relocating the air induction system and moving the radiator to the right side of the coach. The exhaust system has been shifted to the left rear. Better engine access is one result of the changes, say Daimler executives.

Changes to the passenger cabin include a redesigned entry, with three steps instead of four; improved ventilation, and redesigned passenger seats that weigh less.

Also new is a "front collision guard" designed to protect S 417 drivers. In the event of a front-end crash, the front collision guard module, with its integrated impact absorbing structure, pushes the driver's area rearwards.

Daimler executives say crash tests and computer simulations have confirmed the

effectiveness of the system, providing significantly enhanced passive safety for the driver and tour guide.

Improved lights and lighting also were integral to the Setra facelift. A cornering light capability has been added, and a light sensor can automatically activate headlights. New docking lights on the sides of the S 417 illuminate surroundings more effectively. LED luggage compartment lighting is now available, and LED reading lights for passengers are an option.

Despite the new emissions gear and coach upgrades, the weight of the S 417 has been reduced thanks to efforts to take pounds out of everything from the seats, to the frame, to the air-intake system.

The impact of this effort is to guarantee the 2010 S 417 will get measurably better fuel economy than earlier models.

"Yes there will be a price increase (because of the new engine and related equipment) but operators will get better fuel economy," said Ferguson, who predicts the transition to the 2010 engine will be a "non-event" for Setra customers.

He and Tom Chezem, vice president of sales for Daimler Buses N.A., say that because of the extensive experience Daimler has had in Europe with SCR, the switch to the new engine technology will be painless.

For more information, go to [www.daimler-busna.com](http://www.daimler-busna.com).

## IC Bus HC Series cutaways, Concept Coach

IC Bus of Warrenville, Ill., significantly expanded its footprint at UMA Motorcoach Expo 2010 in Las Vegas, displaying three buses — two HC cutaway models and a 38-foot concept motorcoach.

IC primarily markets its HC series buses for day trip, transit and regional travel. They are available in wheelbase lengths of 158, 169, 193, 217, 254 and 291 inches, with overall length up to 38 feet. The GVWR extends from 21,500-to-27,500 pounds. Seating ranges from 32 to 40.

A wheelchair lift, Wi-Fi, satellite TV, lavatory, Freedman seating, three-point seatbelts, custom graphics and paint schemes, back-up camera, and 10- and 15-inch LCD monitors are among the options available.

IC HC series buses use IC's MaxxFoCe DT 245-horsepower engine, an Allison 3000 transmission, and roof-mounted HVAC system.

Power hydraulic brakes are standard, with air brakes optional.

The all-new 2010 IC Bus concept coach also was on hand for Expo attendees to experience.

IC executives say the 38-foot concept bus incorporates superior aerodynamics with a 2010 EPA-compliant MaxxFoCe DT wet-sleeve engine, capable of 285 horsepower and 800 pound-feet peak torque. As currently conceived, it is aimed at tours and regional travel.

The coach has a variety of features, including non-slip Altro flooring, aerodynamic mirrors, factory-engineered and installed IC Air, dual-side heating, stadium seating and



The UMA Vision Awards Banquet is a gala held each year in conjunction with Motorcoach Expo. The event includes dinner, awards presentations, and after-dinner festivities — dancing, cordials, deserts and cigars.

Enjoying the evening, from left, were Lisa Simon, president of the National Tour Association; outgoing UMA Chairman Godfrey LeBron; incoming Chairman Tom Ready, and UMA President and CEO Victor Parra.



UMA board members Autumn Dipert Brown of Dan Dipert Coaches, and Larry Benjamin of Northfield Lines smile broadly for the camera.



Renewing friendships at the UMA Expo Vision Awards Banquet were, from left, Debra Johnson of J&J Charters; Mickey Young-Smith of A Yankee Line; Daryl

Johnson of J&J Charters; Edythe Harris of Pro-Tran; Frank Farrow of Peter Pan Bus Lines, and Juanita and Jackie Farrow.



Donnie Fowler of Fowler Bus and president of the National School Transportation Association, and Becky Weber of Prime Policy Group discuss legislative issues. Weber is the Washington lobbyist for both UMA and the NSTA.

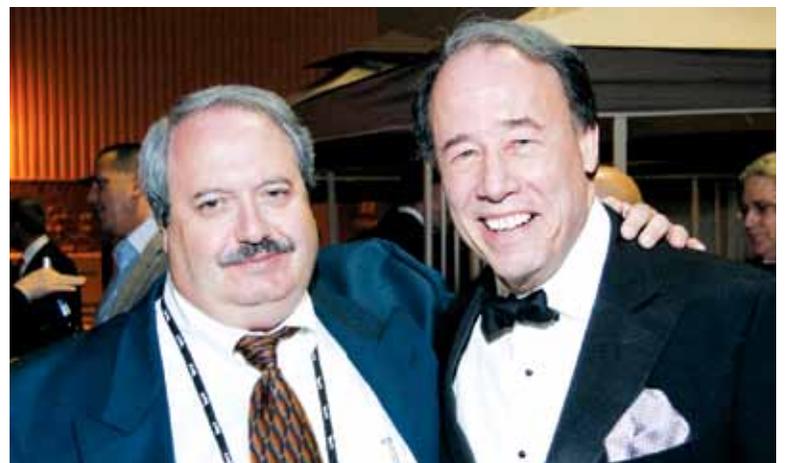


Larry Hundt (on left), of Great Canadian Trailways and newly elected UMA board member from Canada, shares time with David Schmidt (center) and Ward Hicken of Prevost Car.



The night is young for, from left, Sue and Jim Michaud of BusesOnLine.com; Ernie Cisneros of American Mov-

ing Parts; Ronald Bast of Riteway Bus Service, and Ivan Forslund of PeopleNet.



Mitch Guralnick (at left) of MCI, the long-time chairman of the UMA Meetings Committee and a key organizer of Motorcoach Expos during much of the past decade, marks his departure from the volunteer positions with UMA President and CEO Victor Parra.

## No insurance

CONTINUED FROM PAGE 1

had defective brakes, and the driving team did not speak English well enough to communicate with passengers, and they failed to maintain required log books.

All three violations could have led to an out-of-service order had the coach and its drivers been subjected to a roadside or border-crossing inspection while on the highway, at the Arizona port-of-entry station, or at the border crossing where they came into the United States from Mexico.

The bus, which is owned by Tierra Santa Inc. of Van Nuys, Calif., was being driven from central Mexico — near Durango — to Los Angeles. It crossed the border at El Paso.

As it was rolling along I-10 south of Phoenix it ran into the rear of a pickup truck traveling ahead of it. The impact sent the coach skidding into the median and then back across the highway where it rolled over.

Six of the 22 people on the bus were killed and the other 16 were injured, several seriously. All six passengers who died were ejected from the bus.

Although the defective brakes loom as a potential cause of the crash, the Arizona DPS emphasized that its investigation has not been completed. Spokesman Bart Graves said the probe, which also involves authorities from the Federal Motor Carrier Safety Administration and California, is expected to take another few weeks.

Tierra Santa was operating illegally and should never have had a bus on the road, ac-

ording to FMCSA spokesman Duane DeBruyne.

He said the company applied for federal operating authority in April and the FMCSA responded a short time later with a registered letter to the company, saying it was not to engage in interstate transportation of passengers by commercial motor vehicle while its application was being reviewed. (See March 15 *Bus & Motorcoach News*.)

DeBruyne said that during the review of Tierra Santa's application, the FMCSA requested additional information but the company never responded. The application then was formally rejected in December and a second directive telling the company it could not operate interstate bus service in the U.S. was issued.

"The owner of Tierra Santa knew full well he was running illegally," he stressed.

Additionally, DeBruyne noted the carrier did not have proof of insurance on file with the FMCSA, which is a requirement to retain its operating authority.

"Does Tierra Santa possess insurance? I do not know. I can only confirm that FMCSA does not have proof of insurance on file," he said.

DeBruyne noted that while having proof of insurance is not an out-of-service violation in and of itself, federal regulators can put a company out of business when it does not have proof of insurance because it is a requirement for maintaining its federal operating authority.

"To conduct interstate operations and to retain U.S. Department of Transportation

operating authority, proof of insurance on file at FMCSA is mandatory," he said. "Conducting interstate passenger service without USDOT operating authority is an out-of-service violation."

The insurance issue raised concerns among some motorcoach operators who said they were surprised to learn that failing to have proof of insurance is not a violation in which an out-of-service order can be issued during a roadside inspection.

Collin B. Mooney, director of enforcement programs for the Commercial Vehicle Safety Alliance, which publishes the out-of-service criteria and distributes it to safety inspectors throughout North America, said there are too many variables for inspectors handling a roadside inspection to quickly verify if a company actually has insurance.

"They need to check further," he said.

Among the problems is that a company may have proof of insurance on file with the FMCSA, but the policy may not be valid because the carrier canceled it after filing the verification document.

In addition, state inspectors sometimes use different communication equipment, some of which does not allow them to connect to the Internet or have access to all of the databases where the needed information is stored.

CVSA Interim Executive Director Steven Keppler said that adding proof of insurance to the out-of-service criteria was discussed about two years ago, but the measure was not approved because not having insurance does not appear to be an "imminent hazard."

"But I would not be surprised to see it come up again sometime," he said.

Keppler pointed out, however, the issue is not on the agenda for the group's meeting in Texas later this month, although any member can bring it or other issues up at any time.

"Perhaps it needs to be discussed again," he said.

Meanwhile, Presley noted that while the FMCSA has severely tightened the reins on new entrants, it stands to reason that some of those denied operating authority will choose to break the law because for many operators it is the only way they know how to make a living.

"Let's be clear, the FMCSA did its job by notifying Tierra Santa twice that it had no operating authority," said Presley. The owner of Tierra Santa "executed a criminal act and should face stiff penalties. The courts need to send a message that these illegal actions will not be tolerated," Presley added.

After the Tierra Santa coach crash, the FMCSA issued an order shutting down the company. It followed that up with a filing in U.S. District Court in Los Angeles that will allow the federal agency to enforce its order through the courts.

The court complaint said the owner of Tierra Santa, Cayetano Martinez of Los Angeles, has previously been shut down by the FMCSA only to attempt to reincarnate himself as a new carrier and tried to obtain federal operating authority under a new name.

"Martinez has shown a persistency and determination to continue operating under new entities and businesses," the complaint said.



## COACHES FOR SALE

1997 MCI 102DL3's For Sale

Find our buses for sale @ [www.academybus.com](http://www.academybus.com)



Contact David Lehmkuhl  
201-725-5328  
[david@academybus.com](mailto:david@academybus.com)

# SUBSCRIBE

- Yes.** Start my one-year subscription (23 issues) to *Bus & Motorcoach News* for \$61.\*
- Save even more, 2 years for \$100.
- I'm a member of UMA, or a driver, and I want a subscription for \$49 (each).
- Charge my credit card.\*\*
- My check is enclosed.\*\*

\*Rate outside U.S. is \$71 (U.S.) per year

\*\*Photo copy this ad, complete it, and fax or mail to *Bus & Motorcoach News*.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Credit Card No. \_\_\_\_\_

Visa  Mastercard  American Express Exp. Date \_\_\_\_\_

### Satisfaction Guaranteed

Our promise: If you are not satisfied with *Bus & Motorcoach News*, we will send you a refund on all unmailed copies. You may cancel at any time, for any reason.

## Bus & Motorcoach NEWS

3108 NW 54th Street, Oklahoma City, OK 73112

Fax to: (405) 942-6201

Questions: [busnews@cox.net](mailto:busnews@cox.net) ... or call (405) 948-6555

## Bus museum adds 3 board members

HERSHEY, Pa. — Three individuals with strong ties to the motorcoach industry have been added to the governing board of the Museum of Bus Transportation.

Joshua 'Jot' Bennett, former president and general manager of Capitol Bus Company/Capitol Trailways, and Elaine Farrell, CAE, executive director of the Pennsylvania Bus Association, were added as museum board members, and Dave Millhouser, industry consultant and *Bus & Motorcoach News*' columnist, was named to the museum advisory council.

"The Museum of Bus Transportation is proud to have these three well-known industry figures on our board. They will be valuable to us in our pursuit of obtaining more industry recognition and support," said museum President J. Thomas Collins, who announced the appointments.

The museum has a fleet of 34 vintage vehicles which are displayed on a rotating basis in a facility it shares with the Antique Automobile Club of America



Bennett Farrell Millhouser

here.

A nearby storage annex, named for the late George M. Sage, houses buses not on the museum floor. The museum's other bus-related artifacts include photos, models, literature, schedules and transfers.

On June 4-5, the museum will host its annual Spring Fling at the museum and annex, where a flea market featuring bus memorabilia is conducted.

Additional information about the museum and the Spring Fling are available by calling (717) 566-7100 Ext. 119, or go to [www.busmuseum.org](http://www.busmuseum.org).

## Motorcoach Council picks new chairman

DENVER — The Motorcoach Council has announced that Brian Annett of Annett Bus Lines in Jacksonville, Fla., has become chairman of the council and its *Get Motorcoachified* industry promotional campaign.

Annett succeeds Todd Holland of Ramblin Express of Colorado Springs, the council's founding chairman and under whose leadership the *Get Motorcoachified* campaign was launched last year.

Annett was an early supporter and board member of the council, which was formed three years ago by a group of operators as a grassroots industry promotion

program.

"I am very excited and honored to chair the campaign over the next 24 months," said Annett. "I hope to continue the momentum, moving into a time when bus/motorcoach travel is a 'real' option for the traveling public."

For information about the council and the *Get Motorcoachified* campaign, go to [www.MotorcoachCouncil.com](http://www.MotorcoachCouncil.com).



Brian Annett

## Motor Coach Canada retools website

ETOBICOKE, Ontario — Motor Coach Canada has launched an updated website to more fully meet the needs of its members and to provide information to consumers.

The impetus behind the change was to make the website easier to use by creating a more intuitive menu bar.

Ann Fairley, vice president of Motor Coach Canada, said the group wanted to increase the website's functionality for members, including allowing them to promote their services to other members.

Additionally, members can download a membership database, update their profile, pay outstanding invoices, and research business partners.

Motor Coach Canada's sister association, the Ontario Motor

Coach Association, revamped its website in October, pioneering many of the changes made to the MCC site.

The website overhaul by Motor Coach Canada comes less than a month after it and the OMCA relocated their offices from downtown Toronto to Etobicoke, which is the western portion of Toronto.

An expiring lease on the OMCA/MCC offices on Yonge Street in Toronto gave the associations the opportunity to reduce overhead by relocating. The new address is: 555 Burnhamthorpe Road, Suite 505, Etobicoke (Toronto), Ontario M9C 2Y3

For more information, contact Ann Fairley, at (416) 229-9305 Ext. 223.

## megabus adds D.C.-to-Philly route

CHICAGO — megabus.com has expanded its curbside service by adding Philadelphia to Washington, D.C. runs and increasing the number of daily departures between Indianapolis and Chicago.

megabus coaches now depart Philadelphia at 3:05 and 8:30 a.m. and 1:45 and 7:40 p.m. for runs to Washington lasting 2½-3 hours.

The times for Washington to Philadelphia trips are 5:45 a.m., noon, and 5:15 and 11:59 p.m.

The number of weekday Indianapolis-Chicago runs has increased to six from three, and the number of weekend runs has increased to seven from five.

For more information, go to [www.megabus.com](http://www.megabus.com).

# DON'T MISS THE BUS

- Affordable Classified Ads
- The Industry's Best Online Service Directory
- FREE Listings for Bus Parts, Collectibles and Industry Employment

Shopping for buses will never be the same

BusesOnline.com

## Out with the old, in with the NEW!

Unbelievable Pricing on Jensen Bus LCD Upgrade Kits.

JENSEN BUS LCD UPGRADE KITS

The more you buy, the more you SAVE!

PURCHASE 1-5 MONITORS

SAVE 5%

PURCHASE 6-11 MONITORS

SAVE 10%

PURCHASE 12 OR MORE MONITORS

SAVE 15%

PROMO PRICING THRU March 15<sup>th</sup>

6402 Corporate Drive • Indianapolis, IN 46278  
Toll Free: 800-876-2540 • Fax: 317-472-7208

## New coaches

CONTINUED FROM PAGE 10

an ASA audio/video system. Other luxury features include two-tone leather seats, wireless internet, dining stations and tables, and a slightly larger than average lavatory.

IC was interested in getting potential customer reaction and feedback from Expo attendees. So far, the company has determined that customers want a 102-inch wide bus, with minimum seating for 36 passengers. They also say customers want an "economical people mover."

For more information, go to [www.ICBus.com](http://www.ICBus.com).

### iTransit VersaBus LF25

iTransit Inc., the Orlando-based transportation services and sales company, unveiled the VersaBus LF25, a low-floor, rear-engine shuttle, at UMA Motorcoach Expo.

"We got a great reception (at Expo), a lot of people were very interested," said company spokes-

woman Suzanne Black. "After Expo, the bus went to Dattco in Connecticut for them to test drive and review, as well as show to some of their customers, and that went really well," she added.

iTransit is the North American distributor of the VersaBus LF25, which comes equipped with a Cummins ISB engine, Allison 2100 transmission and Thermo King air conditioner.

Manufactured in Hungary, the VersaBus LF25 has seating for 25 passengers, as well as two wheelchairs.

For more information, go to [www.i-Transit.com](http://www.i-Transit.com).

### Prevost / Volvo

Prevost will initiate production of 2010 EPA-compliant coaches after its annual late summer production shutdown, company executives confirmed at Motorcoach Expo 2010.

The Quebec-based motorcoach manufacturer will then begin introducing its 2010 coaches equipped with Volvo D13 engines,

using advanced selective catalytic reduction technology, to its North American customers.

Volvo says its SCR system not only meets but exceeds USEPA requirements, delivering near-zero emissions of particulates and oxides of nitrogen.

"This is truly 'technology that makes a difference,'" says Michael Power, Prevost director of marketing. "The new system is the only one in the industry that meets the EPA's near-zero NOx emissions requirement while at the same time relieving drivers from having to worry about active regeneration."

According to Power, the Volvo SCR system "combines the best aspects of exhaust gas recirculation with a diesel particulate filter and selective catalytic reduction."

At the Prevost/Volvo stand at Expo, a full-scale mock-up of the Volvo SCR system was on display to help customers understand how the system operates.

Prevost unveiled a new sound and vision package for its H-series coaches.

"This versatile, intelligent package is a significant upgrade over other motorcoach audio/visual systems," said Power.

It uses what is called a Delta speaker configuration to overcome the poor stereophonic condition common to motorcoaches.

"The Delta configuration features a speaker with one stereo channel located above each passenger seat, and all adjacent speakers delivering the opposite channel," Power explained.

"As a result, sound is consistent and homogeneous throughout the entire vehicle, surrounding passengers in a rich, sonorous stereo experience."

The system also features convenient dashboard connections for portable media players such as iPods.

The "vision" aspect of the new package features 15-inch parcel rack-mounted widescreen monitors, and a 19-inch central widescreen flipdown monitor.

For more information, go to [www.prevostcar.com](http://www.prevostcar.com).

## Jack Burkert

CONTINUED FROM PAGE 3

for commercial motor vehicles.

An inspector from the federal Occupational Safety and Health Administration showed up one day and found several violations that resulted in a failed inspection. A short time later, Burkert was in a traffic accident — the last one he has ever had.

Those two incidents, Burkert said, stirred his interest in vehicle safety and in 1978 he landed a job with Penn State University as its fleet training specialist.

"I just merged my teaching experience with my trucking experience," he said.

Burkert stayed at the university until 1983 when he became safety manager at the American Bus Association, which recruited him after an official of the trade group attended one of his safety workshops.

Four years later he moved to Lancer Insurance as a senior vice president and stayed there until 2002 when he went out on his own as a private safety management consultant, the job he's stepping away from to retire.

Burkert said transportation safety is far different than it was when he gave his first safety talk at Penn State.

At that time, he said, commercial bus and truck drivers were the largest unsupervised group of workers in the country.

"Companies had no idea what their drivers were doing," he said, adding that they would find out only if one of them had an accident, received a traffic ticket or was the subject of a customer complaint.

Today, Burkert said, the introduction of high-tech equipment, such as onboard recorders, have made it possible for companies to know just about everything a driver is doing while on the road.

Plus, he said, technology also has dramatically helped make safe driving easier for the drivers with the development of a wide range of electronic devices, including forward looking radar and stability-control equipment.

"The tools are all there and it's up to the companies to make use of them," he says. "If they don't, then they can be in big trouble."

What's ahead for Burkert?

"Now that I've retired, I've got the time to reflect on my next challenges, and while I've enjoyed working with and in the bus industry, it is indeed time to move on to other things.

"Over the next year or so, I'll show up from time to time to offer presentations based on the book content. And, I'd be happy to consider offers from associations and the like to attend 'one last time,'" he said.

The book, which is being distributed by the Maryland Motor Truck Association, is available for purchase at [www.mmtanet.com/mmta.asp?c=655](http://www.mmtanet.com/mmta.asp?c=655).

## CLASSIFIED ADVERTISING

### USED COACHES FOR SALE

- 2003 MCI J Series 60 A/T with wheel chair lift. Low Mileage. Very clean. \$224,000
- 1996 Van Hool T840 51 Pass. M11 Cummins A/T. \$32,000
- 1994 Van Hool T840 49 Pass. M11 Cummins A/T. \$27,000
- 1992 MCI 102C3 8V92 A/T. \$21,000



All these coaches are clean and ready to roll, just taken off line.

For more info and pictures visit our website [www.trobecsbus.com](http://www.trobecsbus.com)

Or call Tim **320-251-1202**



**(2) '99 Van Hool T-945'S**  
57 PAX, + 1 Escort  
Seat, ~~\$89,500~~  
**REDUCED to \$55,500**  
w/tires – New Paint  
All buses are Clean  
Well Maintained  
Excellent Condition

For more Photos:

<http://s259.photobucket.com/albums/hh298/amaralbus/>

Call Joe: 508-993-4503 or

e-mail [joe@amaralcompanies.com](mailto:joe@amaralcompanies.com)

### NOW is the time to buy a mid-sized coach!

50% better fuel efficiency  
than a full size coach!

Approximately 1/2 of the  
initial investment!

Equipped with all of the  
features of a full size coach!

AMERICAN  
MADE

DEMO  
SALE!



Anderson  
BUS SALES

Visit [www.GoAndersonSales.com](http://www.GoAndersonSales.com) for a  
complete listing of vehicles for sale!

Keith Gates - 1-800-345-3435, ext. 514

## ESCOT BUS LINES



SINCE 1983

ONE OWNER PRE-OWNED COACHES IN EXCELLENT CONDITION



(2) 2000 MCI E4500 Models, Miles 500K & 560K: \$164,900 each

(4) 2001 MCI E4500 Models, Miles 488K to 539K: \$184,900 each

(1) 1998 SETRA S217HDH Model, Miles 563K: \$60,000

(1) 2000 General 32 Seat mini-bus, Miles 88K: \$15,000

**ALL FLORIDA BUSES – NO CORROSION**

Call Brian: 727-545-2088 email: [brian@escotbuslines.com](mailto:brian@escotbuslines.com)

### 2000 MCI DL3

**Southern Coach:** New Paint, Alcoa Wheels, Front End Kit, 12.7 Detroit, Allison B500, 6 Monitors, Webasto, Good Rubber & Brakes, Nice Interior, DOT Inspected, Only 120,000 on Transmission, Cold Air



**This Coach Is Ready To Go To Work! Asking \$122,000 Obo**



### 2005 H3-45 PREVOST

56 Passenger, Detroit Series 60, ZF 12 Spd, Alcoa Wheels, New Paint, DVD Player w/4 Flat Screen Monitors, Kneeling Feature, Good Michelin Tires, Flush Toilet. **Ready To Go To Work!**  
**Asking \$299,000 Obo**

Call 507-456-5310 or 507-583-4585 with any Questions

All Fair Offers Considered! Let Us Help You With Financing!

**REPOS FOR SALE**  
Variety of makes and models of  
"Bank Repos" across the United  
States and Priced to Sell!

1-877-737-2221 Ext. 30716 for more information!



# BUILT TO PROTECT PASSENGERS, DRIVERS AND BOTTOM LINES.

The Volvo 9700 has a look that communicates quality and style. But beneath the sleek exterior is a business machine built to protect your income and lower your operating costs — all while giving your passengers a first-class motorcoach experience. This unique Volvo coach comes with advanced electronic brake and stability systems to help drivers avoid incidents. We've combined a safety-tested body with standard seat belts and impact defense features that protect everyone on board. The driver's environment offers exceptional visibility and comfort, and the integrated Volvo D13 engine and I-Shift transmission make driving easier and more economical. The entire vehicle is designed for dependable performance that takes uptime to the next level.

The Volvo 9700. Safety and comfort for your driver and passengers.  
Affordability and productivity for your bottom line.

Volvo motorcoaches are distributed by Prevest, a fully owned subsidiary of Volvo Bus Corporation. Please contact your Prevest Regional Sales Manager for more information.



**Prevest**

35 Gagnon Blvd.  
Ste-Claire QC  
G0R 2V0 CANADA  
USA 1-877-773-8678  
Canada 418-883-3391

[www.prevestcar.com](http://www.prevestcar.com)

**VOLVO BUSES. WHEN PRODUCTIVITY COUNTS.**



---

# YOU SEE EMISSION PROBLEMS, IC 2010 SOLUTIONS.

---



**IC BUS. THE DIFFERENCE.**

IC Bus has you covered when it comes to your buses complying with 2010 emissions requirements. That's because all IC Bus™ brand buses come with MaxxForce® Advanced EGR engines. Advanced EGR was clearly designed with the customer in mind, unlike the alternative solution, SCR. You don't have to worry about adding the cost of urea to your bottom line. Just as important, it's less hassle because your maintenance, service, training and parts will all remain the same. And the burden of compliance is completely taken off of you because you don't have to change a single thing about the way you currently operate. Plus, Advanced EGR is better for the environment. As you can see, your 2010 problem is already solved by IC Bus and MaxxForce Advanced EGR.

Find out more about how Advanced EGR is the only 2010 solution that is hassle free for you by signing up for our weekly email updates at [ICBus.com/2010updates](http://ICBus.com/2010updates)

