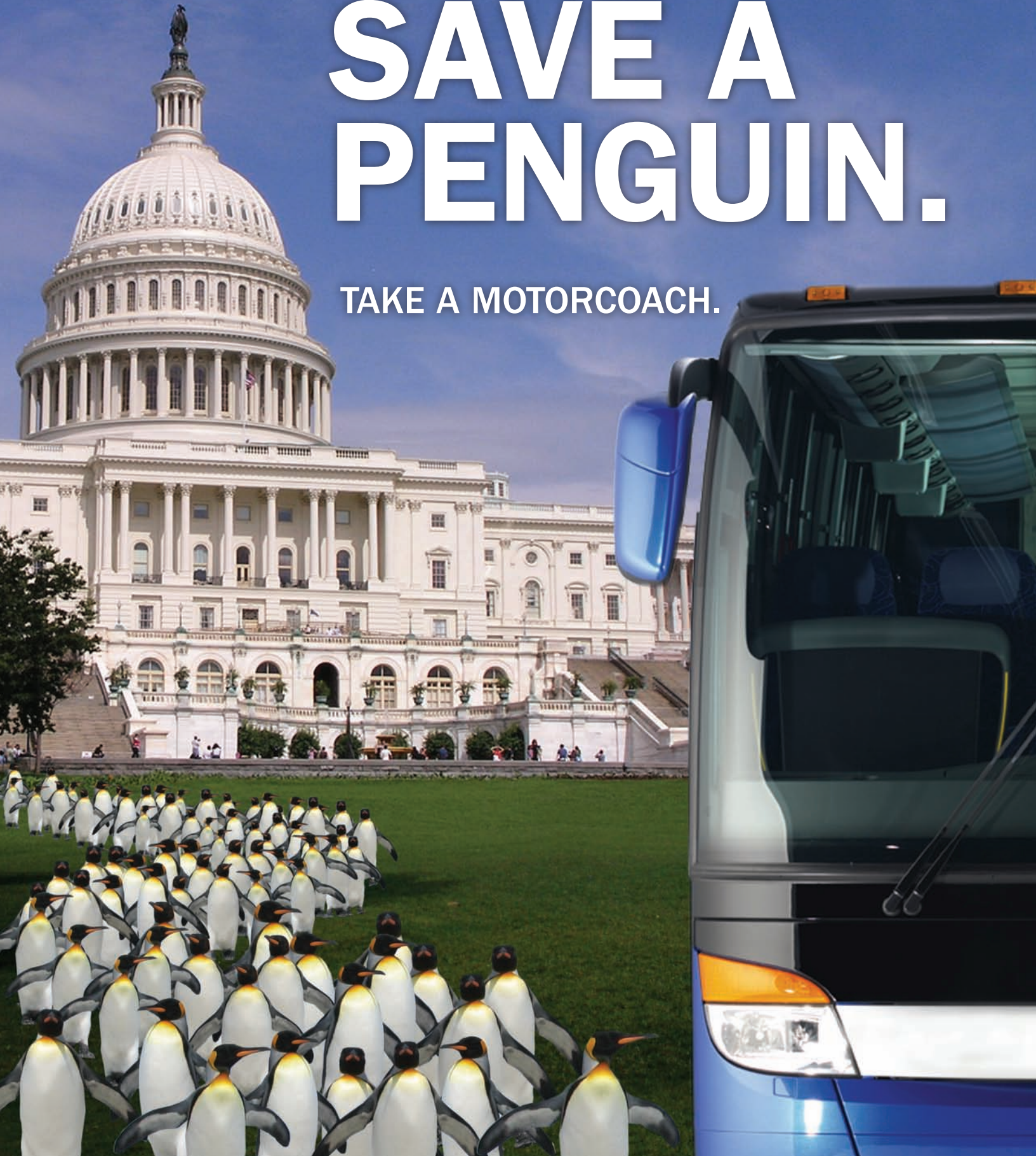


SAVE A PENGUIN.

TAKE A MOTORCOACH.



Why penguins?



Rockhopper penguins live on most of the islands in the Antarctic region. They get their name because they hop over rocks and crevices on the shores they inhabit.

Because we're doing our part to help stop their habitats from melting away.

When you go motorcoach, you go green. That's what this information is all about. Expensive, future technologies to fight climate change aren't years and billions of dollars away. They're right here today.

Whether running on various blends of ultra-low sulfur or biodiesel fuel, motorcoaches are part of America's energy solution.

The best example of environmental stewardship that applies to all motorcoaches on the roads today is their superior passenger fuel efficiency compared to other transportation sectors.

Motorcoaches currently provide 184 passenger miles per gallon (MPG), more than double the second most fuel-efficient sector, commuter rail at 86 passenger MPG. Transit buses achieve 32 passenger MPG, domestic air carriers achieve 42 passenger MPG, and single-passenger automobiles achieve 28 passenger MPG.

The motorcoach industry accounts for 631,000,000 passenger trips annually in the United States and Canada. Each full motorcoach has the potential of removing 55 autos from the highway. That's millions of cars not driven annually, saving fuel, cutting emissions, reducing congestion, and maybe even saving a penguin.

Sincerely,

Peter J. Pantuso
President and CEO





Motorcoaches: **THE GREENEST** transportation choice



Switching to motorcoach travel for the 12,500 miles traveled annually by the average automobile would **reduce carbon dioxide emissions by 4.3 tons** per automobile annually.

Motorcoaches are the **most fuel-efficient transportation mode in North America** when measured in terms of passenger miles per gallon of fuel.

Motorcoaches **provide 184 passenger miles per gallon of fuel**; single-occupant automobiles, in contrast, achieve 28 passenger miles per gallon.

Average transit buses achieve 32 passenger MPG, airlines achieve 42 passenger MPG, and commuter rail achieves 86 passenger MPG.

Motorcoaches emit the least carbon dioxide (CO₂) per passenger mile when compared to other vehicles, and are **on average 6 times more energy and fuel-efficient** than single occupancy automobiles.

Carbon dioxide emissions are **reduced by an average of 85% per passenger mile** for every person who chooses motorcoach travel instead of driving alone.

Motorcoaches are **3 times more efficient** in reducing CO₂ output when compared to commuter rail, and **5 times more efficient** than transit buses.

The **Humboldt penguin** is found on the rugged coast and offshore islands of Chile and Peru. Though a warm weather species, the Humboldt penguin is endangered and there are as few as 10,000 birds in the wild today.



Figures are cited from the "2006 Annual Report: Impacts of Motorcoach Industry on Society and the Economy," produced by Nathan Associates and from "Comparison of Energy Use & CO₂ Emissions From Different Transportation Modes," produced by M.J. Bradley & Associates. The full studies are available online at www.buses.org.



Motorcoaches put America in motion.



The motorcoach industry binds the nation together. It **provides 631,000,000 passenger trips annually**. Its national network of terminals includes more than 3 times the number of airports and intercity rail stations.

The motorcoach industry is **made up of nearly 3,600 mostly small businesses**, 75 percent of which operate fewer than 10 vehicles.

The total industry fleet of 39,000 vehicles provides charter, tour, sightseeing, airport shuttle, commuter, and scheduled services.

RELIEF FROM CONGESTION

A single motorcoach can

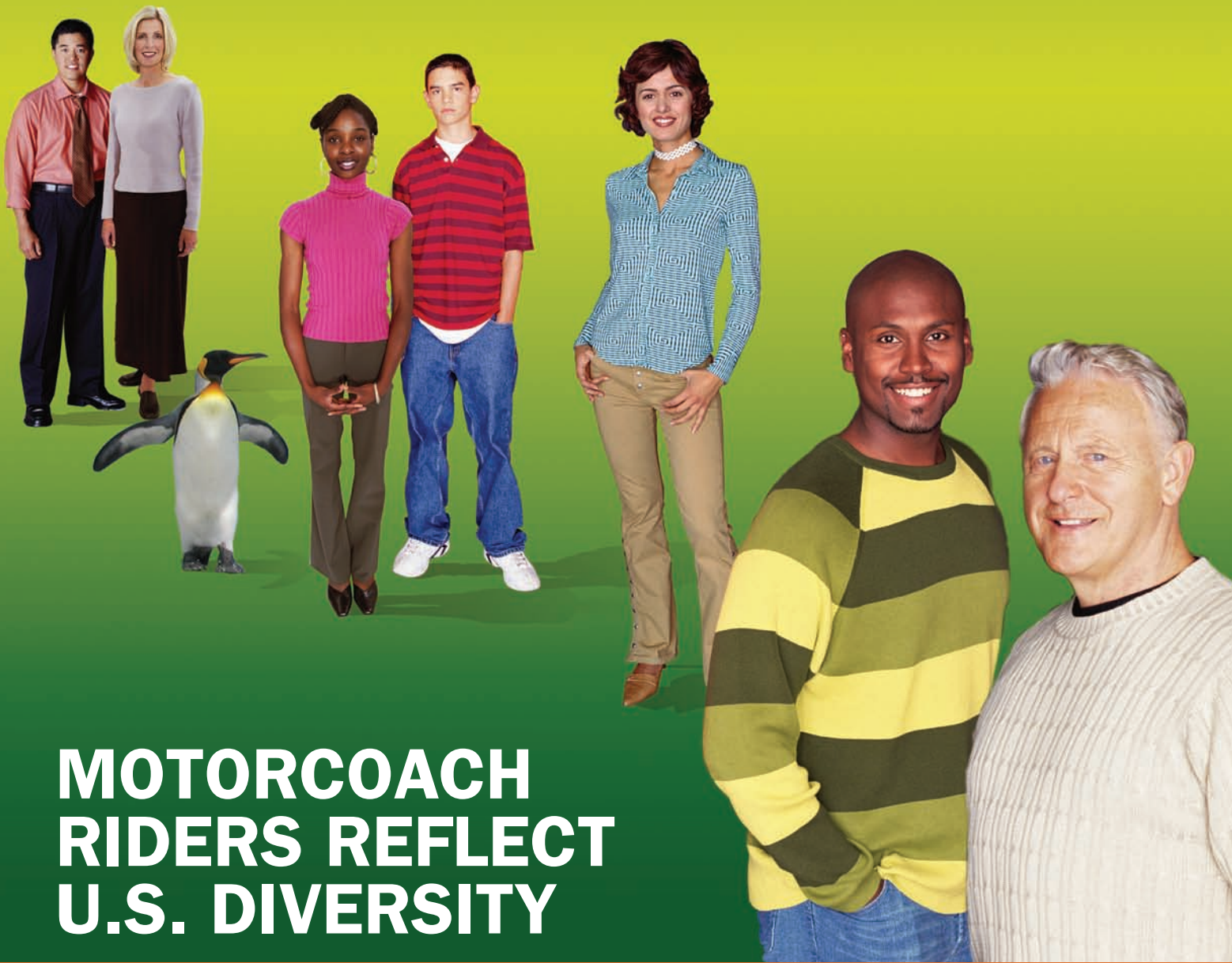
replace as many as

55 **passenger cars**
on our highways.

A motorcoach passenger requires **82% less fuel*** than a passenger in a hybrid car.



* Numbers based on fuel used per passenger miles, also based on 100 passenger miles; Occupied seats: coach-55, car-1.



MOTORCOACH RIDERS REFLECT U.S. DIVERSITY

Business executives use motorcoaches to commute to work.

Airline passengers use motorcoaches to shuttle to and from airports.

For 14,400,000 rural U.S. residents, motorcoaches are the only available mode of intercity commercial transportation service, **going where air and rail do not.**

Oceangoing cruise line passengers shuttle to and from points of anchorage and tours at stops via motorcoaches.

Students use motorcoaches for educational trips, band trips, and sport outings.

Seniors use motorcoaches to travel to cultural and historical destinations.

Motorcoaches serve everyone in times of crisis. During local and national emergencies they are the nation's strategic transportation reserve.



Studies indicate that even under the most optimistic greenhouse gas emission scenarios, continued warming over the coming decades will dramatically affect Antarctica and the sub-Antarctic islands. Large numbers of penguins depend on these ecosystems for their survival.

Motorcoaches drive the economy.

The motorcoach industry **purchases supplies from numerous industries** to provide the goods and services travelers and tourists demand, **creating jobs and spurring economic growth.**

More than 2,000 new motorcoaches are manufactured each year at an average purchase price of \$450,000, amounting to nearly \$1 billion annually. Motorcoach traveler and tourist demand generates more than \$44 billion annually in economic transactions.

MOTORCOACH MOBILITY COMES WITH VIRTUALLY NO TAXPAYER SUBSIDY

Motorcoaches provide cost-effective mobility to millions of Americans at virtually no cost to taxpayers, while other transportation sectors receive billions in federal subsidies.

As a percentage of federal transportation subsidies, motorcoaches have received 0.3 percent of the total taxpayer pie during the past decade. Mass transit has captured 55 percent of the total, while air travel has received 37 percent of the total.

Adelie penguins are the smallest of the penguins living in the Antarctic. They are powerful swimmers, can jump straight out of the water onto the land and don't drink water but eat snow. A gland in their nose takes the salt out of the ocean water they swallow when catching and eating fish while in the water.



EMPLOYMENT

By building nearly \$1 billion worth of motorcoaches, **15,000 jobs are required in the motorcoach manufacturing industry** and among its suppliers.

The demand for goods and services created by travel **generates employment for more than 750,000 people.**

Of those 750,000 jobs, about two-thirds are in travel-related industries, such as hotels, restaurants and other travel destinations.

Another 262,000 jobs are dependent on the motorcoach industry, ranging from service technicians to professionally licensed drivers.

ECONOMIC IMPACT

Every \$1 invested in new motorcoaches generates an additional \$1.65 of spending throughout numerous sectors of the economy, for a total of **more than \$1.2 billion spent on tour and travel each year.**

Figures are cited from the "2006 Annual Report: Impacts of Motorcoach Industry on Society and the Economy," produced by Nathan Associates; "The Economic Impact of Motorcoach Tourism in Greater Cleveland Ohio," produced by Guerrilla Economics, LLC.; "Bus Tours and Bus Passengers: Impact on Chicago's Economy," produced by Dr. Lisa Delpy Neirotti, George Washington University. The full studies are available online at www.buses.org.

Weather

Today: Partly sunny, storms.
High 87, Low 65.
... Mostly sunny.

Special Report: Green Travel

How Much Are You Spewing?

Wondering which means of transportation is best for minimizing your output of carbon dioxide during a trip? Below are comparisons of the CO₂ output of two people traveling round trip by car, plane, train, and bus from Washington to two destinations, New York and Orlando. Calculations were prepared by the New Hampshire nonprofit group Clean Air-Cool Planet, which used averages in calculating, for example, what kind of car is being driven – in this case, one that gets 22 miles to the gallon on highways.

New York **Orlando**
Pounds of CO₂

Mid-size car **412** **1,591**



Commercial Airline
(nonstop) **1,135** **2,715**



Passenger Train **342** **1,366**



Bus **159** **615**





AMERICAN BUS ASSOCIATION

Representing the motorcoach, tour and travel industry

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The American Bus Association is the trade organization of the intercity bus industry with more than 1,000 motorcoach owner and tour company members in the United States and Canada. Its members operate charter tour, regular route, airport express, special operations and contract services. Another 2,600 members are travel and tourism organizations and suppliers of bus products and services who work in partnership with the North American motorcoach industry.



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