May 8, 2012

Carolina Thomas Bus Buzz # 84

More than just selling a bus...Carolina Thomas Supports Bus Industry

Dear Tom,

Carolina Thomas is convinced that there is more to being in the bus business than just selling you a bus. We truly believe this business is the bus, the support after the sale, and the industry. We think our company's committment to the yellow bus industry is unique. We wanted to take a minute with this Carolina Thomas Bus Buzz to share the A, B, C, D's of the yellow bus industry and several things we (Carolina Thomas) and our manufacturer (Thomas) are doing to promote and sustain our "bus industry" and the "bus enviroment" we all live in. As you read on, many of the items mentioned are links (underlined) where you can go get additional information by clicking on them if wanted.

A

Promoting The School Bus Industry

First, we want to promote the American School Bus Council. The American School Bus Council is a coalition of the school transportation community -- including concerned parents, public and private transportation providers, school bus manufacturers and state officials responsible for pupil transportation. Council members are committed to providing safe, effective, efficient and healthy transportation for the more than 26 million schoolchildren who ride more than 480,000 school buses each day. One of Carolina Thomas' owners, Tom Schaaf, particpated in the early meetings as this organization was founded. Thomas Built Buses continues its support of this organization with their people and financial resources. Most recently this organization launched schoolbusfacts.com. In only 19 days this site has been visited by over 1000 interested people. Just click here if you want to see why school buses are the safest way to get our children to and from school. Use this information to help promote the yellow school bus in your county.

Here are a couple facts reprinted from schoolbusfacts.com...

- Students are about 50 times more likely to arrive at school alive if they take the bus than if they drive themselves or ride with friends.
- Students are about 20 times more likely to arrive to school alive if they take the bus than if a parent drives them.

Have you seen or heard about the Love The Bus Events? This is a great way to promote the yellow school bus and reward your school bus drivers. Carolina Thomas has participated in many of these Love The Bus events with you. You might have already guessed that this idea came as a result of the work of the people in the American School Bus Council. .

B

Carolina Thomas Owner Particpates in Area Fire Department's School Bus Extrication Training

This week, one of our owners, Tom Schaaf, helped train fire fighters and first responders from several fire departments in the Concord, NC area on bus construction and how to use this knowledge in student extrications. In the event of a serious accident, our company felt offering our bus construction expertise might help in an emergency sitaution. "Supporting local fire fighters and accident scene first responders seemed to fit closely with our company's mission of school bus safety. We just want to do everything we can for this industry" said Schaaf when asked why he donated his time to this project. "Everyone here just loves the school bus industry, the people in it, and the safety our product provides. It's who we are. We all have yellow paint in our veins."

C

Thomas Bus achieves Zero Waste to Landfill Status

If you read the title of this section again, at first glance, it may be hard to even believe this. How can Thomas produce more yellow school buses than anyone else in the world and yet are saying they do not send any waste to a landfill? ***That is exactly what is happening.***

Thomas Built Buses, an industry leader in sustainability efforts, is the first school bus manufacturer to achieve Zero-Waste-to-Landfill operations. Zero-Waste-to-Landfill means that everything received or produced by the company is used, reused, recycled or sold, and nothing is sent to the landfill. In 2006, Thomas Built sent more than 16 million pounds of waste to the landfill for the year, or the equivalent of 1,132 pounds of waste for every bus manufactured. Today, Thomas Built operations are Zero-Waste-to-Landfill. This is the equivalent of removing 1,574 cars from the road, conserving 4,900 barrels of oil or not using 1.2 million gallons of gasoline. Click here to read more and watch video interviews. This is

good for our environment and represents a serious committment to being a good corporate citizen.

D

Finally, being green also means using less resources. We are focused on providing a bus that provides the best fuel economy in the industry (use less fuel) and the lowest total use of fluids (engine oil, DEF, etc.) in a yellow bus in the industry. This takes the entire C2 bus and it is designed with all of this in mind (It's shape, its engine, it's emission technology). Simple things like:

- A more aerodynamic shaped school bus for better fuel economy (C2) that includes many features that help the bus slice through the air while at the same time offering additional strength. Things such as fewer exterior fasteners, *a one piece windshield, curved sides and a flat roof. All of these features help with the aerodynamics and the fuel economy of the bus.
- An engine design that uses less engine oil when an oil change is required. Waste oil has to be disposed of and it costs money. Compare the required change intervals and the amount of oil used when you do this between our bus and brand X. We are using SCR emissions technology to meet emissions that assists in reducing all of these expenses. If the emission technology on the bus requires more frequent oil changes or more oil capacity due to exhaust contamination or fuel dillution this will cost you more money down the road.
- We have previously communicated fuel economy and DEF usage tests for the C2 performed by an independent 3rd party tester. We have seen rebuttals to this telling people that an independent test is not valid. Our advice is for you to access the information from your own bus's computers and see for yourself. You can specifically see total fuel usage. You can see how much fuel you are using at idle in each bus. You can see how many times the bus regenerates to clean the emission system and how much fuel is used doing this. You can see the DEF usage. Schools are recording this information, tracking fuel usage, and then using it to manage a reduction in expenses by understanding idling, etc. and finding that the C2 provides the best total economy in these areas. It is proven on paper.

Hopefully, some of this information helps explain why all of here at Carolina Thomas feel that there is more to being in the bus business than just selling the bus. We are involved in this industry because we believe in it and we believe in you.

Our goal in providing you this information is to continue to improve our business as we interact with each of you and to be the best bus vendor available in North Carolina. All Carolina Thomas Bus Buzz recipients were sent this newsletter. The latest "buzz" can always be located on our website at **www.carolinathomas.com**. And we can also be reached toll free at 1-800-440-3492.

Sincerely,

Buzz

Closing Headline

The Carolina Thomas Bus Buzz information can always be located by clicking this link http://www.carolinathomas.com/CarolinaThomasBusBuzz.aspx.

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