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San Diego MTS features new NABI BRTs in “Ride On” multi-media advertising campaign.

Anniston, AL (February 17, 2009) – San Diego’s MTS took a dramatic step forward for its brand image with the purchase of a fleet of 60-foot BRT articulating buses from North American Bus Industries. Its aging fleet of articulated buses was recently replaced with 26 sleek, new BRTs, and San Diegans are noticing.

“It’s not everyday that we get a brand new kind of bus, with a brand new look and a brand new feel,” said Rob Schupp, Director of Marketing & Communications for MTS. “The BRTs have such a sleek, streamline look, we wanted to take full advantage of their debut.” Schupp and his in-house marketing team produced a multi-media advertising campaign that cast the BRTs as the star of the MTS show. The campaign included 13 billboards around San Diego, bus shelter posters, door hangers, and even a photo contest.

“The goals of the campaign were to elevate our brand image by letting people know we’ve upgraded our fleet with these new futuristic-looking buses, and that this upgrade is also good for the environment,” Schupp said.

San Diego’s BRTs are equipped with CNG power plants. “That was a big factor for them,” said Bill Coryell, VP of Sales, Western Region, North American Bus Industries. San Diego MTS has been converting its fleet from diesel engines to the cleaner burning CNG power plants. “They also paid close attention to the lower cost-per-passenger figures that the same BRTs were delivering in L.A.,” Coryell added.

Paul Jablonski, CEO of the MTS said, “The great thing about these buses is that they totally transform the look of our fleet. We also like to point out that they run on clean CNG, which advances the MTS goal to operate the majority of its fleet with an alternative fuel.”

With large billboards posted over some of San Diego’s busiest freeways, millions of motorists have seen the new BRTs “in action.” Schupp said the billboards are so big and so dramatic “it looks like the buses are flying through the air right over the freeway. And apparently the public has been inspired. Schupp reported that more than 30 entries featuring dramatic photos of the BRTs in action were received in just the first week of the photo contest.

Jablonski said the buses themselves are like traveling billboards. “They communicate instantly the MTS mission to provide not only convenient and reliable service, but an enhanced riding experience.”

“We’re yet to do a survey, but I’ve overheard people on the street say things like, ‘Look at THOSE buses!’” Schupp said. “I think a lot of people are pretty jazzed up about them. I know we certainly are.” Jablonski said the response he has received has also been positive. “These vehicles are evidence of our on-going work and commitment to public transportation. The public loves them because they operate on our most popular routes and these buses enhance their experience. And these buses really are striking going down the street, which is good for the business community, as well.”

About Us: North American Bus Industries, Inc. markets three successful transit bus brands: NABI, Optima and Blue Bird offering a complete line of standard and low-floor, heavy-duty 30', 35', 40', 42', 60' and 65' (articulated) transit buses at its facilities in Anniston, Alabama. North American Bus Industries is the market leader with its sleek and most advanced designed BRT (Bus Rapid Transit) vehicles which offer a cost effective alternative to expensive light rail. The transit buses are available with clean diesel, CNG, LNG, or diesel hybrid-electric propulsion systems.

North American Bus Industries Financial Services (NABIFS): As a member of the Traxis Financial Group, NABIFS provides a suite of flexible, customer centric financial products and services to help North American Bus Industries' customers optimize their budgets to meet their bus ridership needs and requirements. Services include flexible lease and lease purchase financing, providing Transit Authorities with a mechanism to maximize available state and federal funding. When grant money or aid is unavailable, these offerings create customer benefits through optimization of customer's working capital and cash flow position. For information on North American Bus Industries Financial Services please contact our media relations group at 203 562 0200, and your local North American Bus Industries sales professional or visit us on the web. www.traxisfinancialgroup.com

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For more information contact:

Diane Hawkins, Director of Marketing

Tel: (316) 204-4313 or email diane.hawkins@nabiusa.com

Also visit our website at www.NABusInd.com