

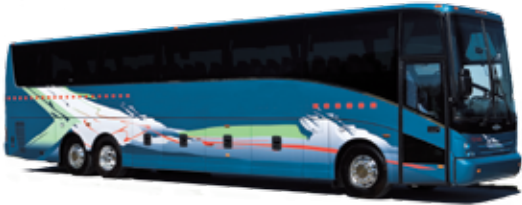
SAVE A PENGUIN.

TAKE A MOTORCOACH.



Travel By Motorcoach

Is The Greenest Approach



Motorcoaches are the best way to travel to minimize one's carbon footprint. Research from the American Bus Association Foundation's studies, as well as independent third-party corroboration from academia and a report from the scientific community, all document that bus travel is the least carbon-intensive way to go.

For the first time since the internal combustion engine more than a century ago ushered in a car culture, the hegemony of the personal auto has been supplanted. Americans today view traveling by motorcoach as a status symbol, and many have forsaken the car to do so as a proven way to reduce one's ecological impact. That's why motorcoaches account for 751,000,000 passenger trips taken annually.

Coaches also fight congestion, as each coach has the capacity to take up to 55 cars off of the road at one time. That's millions of cars not being driven, which in turn saves fuel, slashes emissions, and perhaps even saves a penguin or two.

Sincerely,

A handwritten signature in black ink that reads "Peter J. Pantuso".

Peter J. Pantuso
President and CEO
American Bus Association



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.



Motorcoaches: **THE GREENEST** transportation choice



“We’re constantly told about the virtues of hybrid cars, public transit use, bicycle commuting and other strategies to limit fuel use, but few people realize that doubling or tripling the market share of intercity buses would be a far easier way to achieve the same result”

- DePaul University Professor Dr. Joseph P Schwieterman, Ph.D., author, “The Return Of The Intercity Bus: The Decline and Revival of Scheduled Service to American Cities, 1960-2007.”

Motorcoaches infuse tourism dollars into every community. A single motorcoach spending one night at a destination generates up to \$11,660 for that local economy in lodging, meals and other spending.

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

Motorcoaches **provide 206.6 passenger miles per gallon of fuel**; single-occupant automobiles, in contrast, achieve 27.2 passenger miles per gallon.

Average transit buses achieve 31.4 passenger MPG, airlines achieve 44 passenger MPG, and commuter rail achieves 92.4 passenger MPG.

Motorcoaches emit the least carbon dioxide (CO₂) per passenger mile when compared to other vehicles, and are **on average 7 times more energy and fuel-efficient** than single occupancy automobiles.

Motorcoaches are **3 times more efficient** in reducing CO₂ output when compared to commuter rail, and **6 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.





Motorcoaches Mean Mobility.



Motorcoaches account for 751,000,000 passenger trips annually, moving more people in some years than commercial airlines do. There are five times as many motorcoach terminals nationwide as there are airports, and six times as many bus terminals as there are intercity rail terminals.

The motorcoach industry is **made up of nearly 3,400 mostly small businesses**, nearly 80 percent of which operate fewer than 10 vehicles.

The total industry fleet of 33,400 vehicles provides, charter, tour, sightseeing, airport shuttle, commuter, and scheduled services.



Congestion Relief

A single motorcoach can

replace as many as

55 passenger cars
on our highways.





Motorcoaches Complete the Transportation Network

“Many younger folks actually consider this form of travel fairly hip, especially when they can step aboard an express bus from the center of a big city. They bring along Blackberries and electronic entertainment gadgets, and don’t have any particular emotional connection to a private automobile”

– DePaul University Professor Joseph P. Schwieterman, Ph.D., author of “The Return Of The Intercity Bus: The Decline and Revival of Scheduled Service to American Cities, 1960-2007.” (ABA Insider interview, 5/12/08, page 2).

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.

Persons who are mobility-impaired rely on motorcoaches for accessible transportation.

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

Seniors use motorcoaches to travel to cultural and historical destinations.

Business executives use motorcoaches to commute to work. Airline passengers use motorcoaches to shuttle to and from airports. Oceangoing cruise line passengers shuttle to and from points of anchorage and tours at stops via motorcoaches.



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: Traveling Green Saves Green

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

Motorcoach traveler and tourist demand generates more than \$55 billion annually in economic transactions.

The demand for goods and services created by motorcoach travel, combined with new motorcoach sales and industry equipment purchases, **generates employment for 792,700 people.**

Because **motorcoaches** can be redeployed anywhere there's pavement at a moment's notice, they **provide travelers the opportunity to save greenbacks while saving the planet.**

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.**



Motorcoaches account for a mere **6 cents in federal subsidies** per passenger trip, while public transits cost 77 cents per passenger trip, commercial air carriers cost \$4.32 per passenger trip, and Amtrak costs \$46.06 in taxpayer subsidies per passenger trip.



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.

Sources (Complete Studies Available Free Online At Buses.org): "Updated Comparisons of Energy Use and Emissions from Different Transportation Modes," by MJ Bradley and Associates, 2008. "Economic Impacts and Social Benefits of the U.S. Motorcoach Industry," by Nathan Associates, 2008. "Motorcoach Census 2008," by Nathan Associates, 2008.



UCS presents the first comprehensive analysis—peer-reviewed by experts—of the highest-carbon and lowest-carbon options for vacation travel. The full text of this report is available online at www.ucsusa.org/gettingtheregreener.

Vacation Carbon Tips: Motor Coach Travel

Motor coaches leave carbon in the dust.

A couple boarding a motor coach will cut their carbon nearly in half compared with driving even a hybrid car. And if they take the motor coach rather than flying, they will cut their emissions by 55 to 75 percent, depending on the distance they travel.

- Group tours = low carbon.** Interstate tour-bus travel has seen a major expansion over the past decade. So think about that group trip in a new, green way.



Best Travel Options: Family of Four

The table below lists travel options from best to worst. Try to avoid those in red!

	100 miles	500 miles	1,000+ miles
Best	● Take motor coach	● Take motor coach	● Take motor coach
	● Drive typical car	● Drive typical car	● Drive typical car
	● Drive typical SUV	● Drive typical SUV	● Drive typical SUV
Worst	● Take train	● Take train	● Fly economy
	● Fly economy	● Fly economy	● Take train
	● Fly first class	● Fly first class	● Fly first class

Notes: The red designation is a subjective assessment based on the distribution of total CO₂ emissions across modes. The analysis assumes typical car and typical SUV fuel economies of 23 mpg and 18 mpg, respectively. Train emissions reflect an average of electric and diesel operations. The analysis assumes turboprop use for 100-mile flights, regional jet use for 500-mile flights, and narrow-body jets for 1,000-mile flights, based on information from the Federal Aviation Administration. We assume that all flights are nonstop. For more on the emissions factors we used, and the magnitude emitted by each mode, see the full *Getting There Greener* report at www.ucsusa.org/gettingtheregreener.

The Washington Post

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 CO ₂		New York and Orlando						
	New York / Orlando	New York / Orlando	New York / Orlando	New York / Orlando	New York / Orlando	New York / Orlando					
Mid-size car	412	1,591	Commercial Airline	1,135	2,715 (nonstop)	Passenger Train	342	1,366	Bus	159	615

Adapted from the story "Guilty About Flying?" by Cindy Loose. June 10, 2007 Washington Post Travel Section



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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 2,800 members are travel and tourism organizations and suppliers of bus products and services who work in partnership with the North American motorcoach industry.