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ABA safety message slips into seatbacks

Operators respond with action to new FMCSA requirements on safety

Eron Shosteck, ABA senior vice president, communications, reports bus companies of every size are taking advantage of the association's new safety video and seatback cards.

ABA produced the materials to meet new Federal Motor Carrier Safety Administration (FMCSA) guidelines that all private bus operators communicate pre-trip safety information to all passengers. The measure is in response to accidents earlier this year involving rogue operators with questionable safety and maintenance procedures.

Shosteck says the response has been immediate as ABA members preordered over 30,000 copies of the Motorcoach Passenger Safety Message. Operators, both ABA members and nonmembers, have placed orders that range from one video to over 100 per order. Other orders have surpassed 500 for the seatback cards.

ABA president and CEO, Peter Pantuso, says ABA's Motorcoach Passenger Safety Message DVD, VHS, CD and laminated seatback cards send the right message to passengers and is one more way to help separate responsible operators from rogue outlaws, and helps demonstrate to the traveling public that ABA operators are committed first and foremost to safety.

The pre-trip passenger safety messages are not only a necessary and appropriate measure to ensure regulatory compliance, but they also help to show the intent behind the positive safety message from the bus and motorcoach industry. The three-and-a-half-minute video features topics ranging from emergency egress to proper passenger decorum for safe travel.

Operators can view the video at www.buses.org, and materials are available at www.abaonlinestore.com. ABA members receive a discount, but the materials are available to all operators.