



For Immediate Release
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AMERICAN BUS ASSOCIATION: PRICELINE NEGOTIATOR BUS ACCIDENT COMMERCIAL IS IN POOR TASTE

After viewing the newest and last commercial in the "Priceline Negotiator" series with actor William Shatner, the American Bus Association believes the spot, depicting Mr. Shatner's character apparently dying in a fiery bus crash, as the bus tumbles over a bridge and into a river is in very poor taste.

ABA believes the commercial damages the reputation of our industry and the hardworking men and women who drive buses, maintain them and do all of the work to safely carry hundreds of thousands each day. ABA is asking Priceline to take the spot out of circulation immediately.

To show Mr. Shatner just how safe the motorcoach industry is, ABA is inviting Mr. Shatner to ride on a motorcoach. Beginning in February, Mr. Shatner will be starring on Broadway and many hundreds of motorcoaches each day arrive and depart in Manhattan bringing commuters, travelers, theater goers, and others visitors to New York City. In fact, it is estimated that nearly 1/3 of theater tickets are purchased by group tour and motorcoach customers. Mr. Shatner would be our honored guest to experience how enjoyable travel by motorcoach can be.

According to U.S. government reports, motorcoaches are the safest form of surface transportation. Each year the motorcoach industry safely carries more than 726 million people to big cities and small towns, to visit family members, to get to an airport or on a vacation. Our industry is very proud of our safety record and our ABA members and their employees work hard every day to make sure our passengers are safe.

"William Shatner is a cultural Icon. He's been a part of the entertainment world for 60 plus years, from his early days in film and television as a character actor in the late 1950's and early 60's, to his many starring roles on television, movies, commercials and the stage. Mr. Shatner is one of the most recognized actors and best actors of our era. Anytime he is available for a motorcoach ride, we'll be there to show him personally how great our industry is." said Peter J. Pantuso, President and CEO, American Bus Association.

The American Bus Association is the trade organization of the intercity bus industry with more than 1000 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.

