Joining the **American Bus Association** means connecting the **Right People** with the **Right Ideas** at the **Right Time**

ABA serves an industry that moves nearly 3/4 of a billion passengers annually on charters, tours, scheduled service and shuttles. ABA represents 65% of all coaches on the road in North America which includes the largest group of motorcoach decision-makers.

The American Bus Association is the only industry organization that connects motorcoach operators and tour planners with the product and service providers who can maximize their offerings to customers as well as the destinations and suppliers that cater to the group travel market.
By joining ABA you have access to operators who can build your business.

ABA Operator Member Breakdown

- **Tour Operator**: 31%
- **Bus Operator**: 69%

Audience Types ABA Operators Serve

- 82% Student/Youth
- 88% Adult
- 87% Senior

ABA Member Locations
More than 3500 members across North America.

ABA Operator Member Breakdown

- Canada/International: 7%
- Northeast: 37%
- Midwest: 19%
- West/Southwest: 15%
- Southeast: 22%

Membership Categories for Product & Service Suppliers

- **Bus Manufacturer**
  - Bus Manufacturer
  - Limousine Manufacturer
- **Hardware Supplier**
  - Audio/Video Systems
  - Brakes
  - Bus Dealer
  - Bus Parts Distributor
  - Chemicals
- **Computer Hardware**
- **Computer Software**
- **Electronics**
- **Engines**
- **Fabric**
- **Fleet Graphics & Vehicle Wraps**
- **Fuel**
- **Glass/Mirrors/Windows**
- **Heating/Cooling**
- **Oil & Gas Company**
- **Paint**
- **Power Train**
- **Seating Manufacturer**
- **Tires**
- **Uniforms**
- **Service Supplier**
  - ADA Compliance Equipment
  - Drug/Alcohol Screening
- **Educational/Training Facility**
- **Financial Service**
- **Fire Equipment**
- **GPS/Wifi/Video Streaming**
- **Insurance**
- **Legal Service**
- **Maintenance & Repair**
- **Marketing & Communications**
- **Entertainment/Amenities–Onboard Conversion**
- **Bus Refurbishing/Remanufacturing/Upholsterer**
- **Online Travel-Booking/Internet Service**
- **Promotional Products**
- **Regulatory Resource Material**
- **Security Service/Equipment**
- **Ticket Company**

Connect Your Responsibilities, Goals and Challenges to ABA’s Member Products and Services.

- Increase Your Products and Services Business
- Identify More Customers
- Develop Business to Business (B2B) Relationships
- Decrease Expenses through ABA Partnerships & Member Discounts
- Understand Industry Trends through Relevant Education and Professional Training and Certifications

Annual Returns. Below is an example of the return on investment an associate member receives by joining ABA.

<table>
<thead>
<tr>
<th></th>
<th>Average Associate</th>
<th>ABA Associate Member</th>
<th>Total Savings for Associate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Electronic List of Operators</strong></td>
<td>$1,000</td>
<td>Included</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Business Contacts</strong></td>
<td>$100 per face-to-face sales call</td>
<td>$55 per face-to-face contact at Marketplace</td>
<td>$2,610</td>
</tr>
<tr>
<td><strong>Economic Research Data</strong></td>
<td>$5,000</td>
<td>Included</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Motorcoach Marketer Directory</strong></td>
<td>$1,500</td>
<td>Included</td>
<td>$1,500</td>
</tr>
<tr>
<td><strong>Member Only Discount Programs</strong></td>
<td>$1,000</td>
<td>$800</td>
<td>$200</td>
</tr>
</tbody>
</table>

**Annual Grand Total Savings**: $10,310

Contact Ali and Roderick to join at:

- abrewer@buses.org
- rlewis@buses.org
- 202-218-7234
- 202-218-7216

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800-283-2877
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