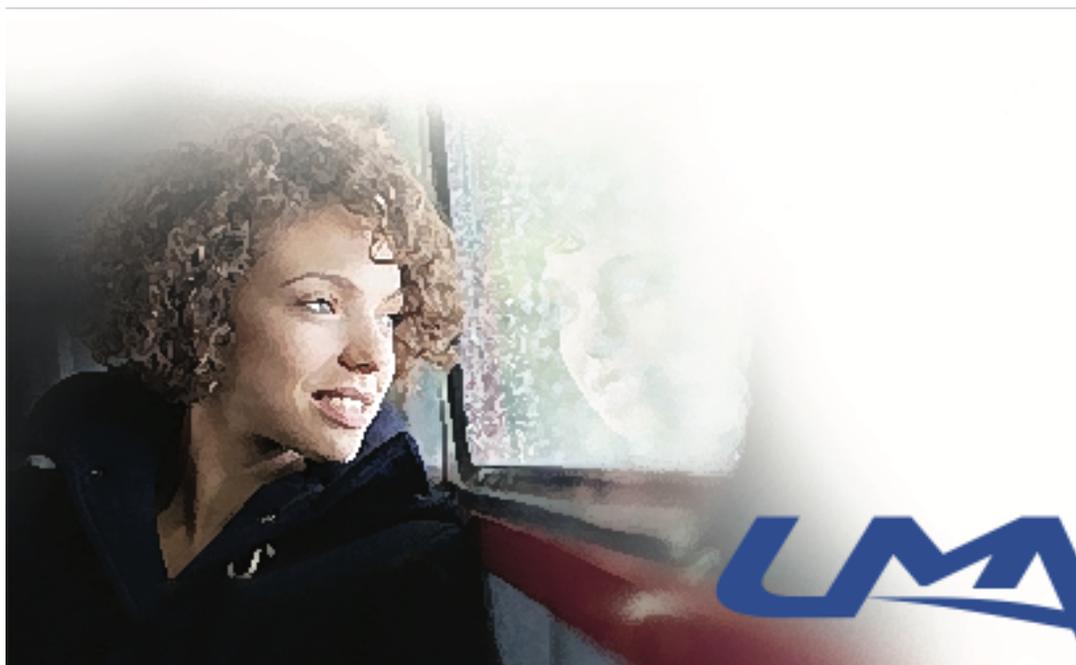


A Whitepaper for the
Members of UMA and their Customers
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The Advantages of Motorcoach Travel



What it takes to drive your business.

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Introduction

From time-to-time UMA will commission studies and guides for our membership and for the industry we serve. The results are published here and distributed to the appropriate audience. In the past several decades, certain guides have been more popular and requested more often that we have rewritten them to bring them current. These guides are offered here free of charge and will hopefully allow you to get the answers you need to the questions you have.

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The Advantage of Motorcoach Travel

Travel by motorcoach and enjoy your trip at your speed

If cross-country speed is your only concern, America's professional motorcoach operators admit you need to look elsewhere. But if you really want to SEE America; if you want to experience the excitement of its cities; feel the glory of its landscape; share the warmth of America's communities, it can't be done from 30,000 feet. You should be traveling by luxury motorcoach.

Top ten reasons why you should take a Motorcoach:

1. We do the driving. You're free of the hassles of traffic, roadmaps, parking and backseat drivers. You're finally free of distractions and responsibilities; free enough to enjoy the travel while a professional driver handles the wheel.
2. Finally, YOU can see the sights. What good is it to drive through the scenic mountains and deserts and villages of the Nation if your entire field of view is a broken white line or the bumper ahead? In a motorcoach, your own panoramic window is a magic carpet.
3. Sleep if you'd like. Today's luxury motorcoach provides you with stylish and comfortable recliner seats. This is what luxury travel used to be like.
4. Socialize with friends. If you'd rather visit with friends and fellow travelers, you can do it virtually any time you feel up to it. There's no better way to meet new acquaintances or to enjoy the company of old friends than the adventure of travel together.
5. Enjoy a movie. Can't sleep? Not up to conversation? In most cases, you can now enjoy a full-length feature film or videos of your group's own activities while you travel.
6. Save money. There is no more economical way to travel. Period. You'll be surprised to find that luxury doesn't come at a high price on today's motorcoach. In most cases, each traveler's share of the cost of a professional motorcoach will be far less than other modes of public transportation and even less than private autos. (By the way, have you ever tried to coordinate the movements of 20 separate cars for a single trip? Do you want that headache again?)

7. Door-to-door service. Your charter coach can go where you are and take you to where you want to be. There's no substitute for the tremendous convenience of a motorcoach's door-to-door service. Nor is there a substitute for the security and peace-of-mind which comes from that service. You don't have to worry about dark parking lots in strange cities or shady characters on street corners.
8. Consider the environment. Seeing America responsibly also means leaving the beauty intact for the next visitors. Today's motorcoach has become both fuel efficient and environmentally-sound. On a per passenger basis, a modern motorcoach is among the cleanest modes of transportation in the world. That's especially important when your group travels through America's majestic National Park system.
9. Safety...Safety...Safety... In the world of the professional motorcoach industry, there is nothing more important than safety. Accident statistics maintained by the National Highway Traffic Safety Administration (NHTSA, part of the USDOT) bear this out year after year. According to their records, you were 1,097 times more likely to experience a fatal accident in your own car during 1994 than aboard a motorcoach.
10. You love to be surprised. Frankly, if your last trip by motorcoach was more than five years ago, you have a treat in store. This isn't the bus you rode to grammar school or home from college. This isn't the way you came back from visiting Aunt Agnes. Today's European style motorcoach is a delight. And as America's professionals, we'll delight in surprising you with it.



About Us

The United Motorcoach Association ("UMA") is North America's largest association of professional bus and motorcoach companies. Founded in 1971 as the United Bus Owners of America, UMA's membership now includes over 900 motorcoach companies. Another 250 motorcoach manufacturers, suppliers and related businesses are currently "Associate" members of UMA.

Headquartered in Alexandria, VA, across the Potomac River from Washington, DC, UMA serves the informational, legislative, regulatory and business needs of its member companies. Within the membership, companies range from one and two vehicles to those with many hundreds of coaches; from small tour-specific companies to those performing intercity route service, charter and tour operations on a coast-to-coast scale.

The UMA's offices are located in Alexandria, Virginia.

You may contact UMA CEO Victor S. Parra at (703) 838-2929 or, toll-free, at 800-424-8262.

If you'd like more information about UMA or how to become a member, please write to info@uma.org.

