

A Transportation Solutions Company





Value Proposition



Experience American Seating began its foray into the transportation business before World War II producing tank seats. Since then, and as a testament of our leadership in the transportation industry, we have supplied seats to every major city, in both the United States and Canada. Our many product innovations – customer-influenced design, adaptable and rugged materials, and our time-tested manufacturing processes – have helped us become the benchmark in transportation seating.

Preference Customer preferences and feedback always guide the solutions we deliver. Strong, long-term customer relationships have provided us with a unique understanding of industry needs. We've set stringent benchmarks for our design, engineering, testing and manufacturing standards that meet or exceed both what the industry expects and our competitors offer. Durability, reliability and customer satisfaction drive our processes so that we build products that last. Our cost-effective, high-integrity designs make our products sought after as the most preferred in the market.

Quality We're a company in its second century, still delivering consistent craftsmanship and durable products. Innovation drives us; we use lean manufacturing methods, a team-based work environment and continually seek the newest materials and methods to deliver high quality products in a timely manner. Our products are consistently reliable, require little maintenance, are created with high-quality materials, and provide real differentiation.

High ROI Combine our extensive expertise in the seating industry with our durable seating products and you get many years of service; our seats will last the life of the vehicle. Easily replaceable components allow for refurbishment, adding even more value to our seating lines. Our products' integrity ensures an excellent return on your initial investment.





Solutions Provider



City Service Market As leaders in the transit seating market, we are the single source supplier for any size metropolitan area, offering a distinctively broad product portfolio and customized seating solutions. American Seating is known for unsurpassed quality, craftsmanship and durability.

Rail Market Our diverse seating portfolio supplies solutions for a variety of rail applications. Fully upholstered seat models, DOC 90A and ADA compliant products, and a number of stylish, rugged selections easily accommodate riders for comfortable commutes of any length.

Motor Coach Market For city buses and private tour and charter industry vehicles, American Seating can ensure both luxury and function, with a variety of seating options and mobility aid securement solutions. We can help you make the trips you provide not only more comfortable, but also more cost-effective.

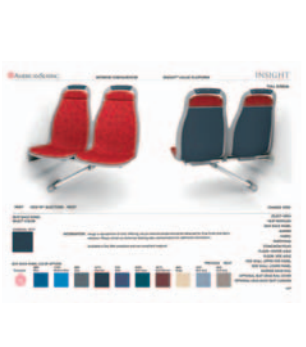
Demand Response Market This segment, providing shuttle services and public transit continues to grow. By selecting our products, with their variety of features and options, you can serve your customers in comfort and style.

ADA Solutions American Seating is a leader in providing innovative restraint systems to accommodate ADA requirements to ensure quick, easy and safe securement. Our innovative product solutions – with a variety of options for each market segment – set the bar in the transportation seating industry.





Expert Resource



Innovative Team As leaders in adapting seating products to mass transit applications, our dedicated employees bring more than 100 years of experience in computer modeling and prototyping. By using a multi-disciplinary product development process, state-of-the-art development tools such as 3-D modeling, as well as integrating customer input, our innovative product developers create unique products that can be brought rapidly to market and meet customers' ever-changing needs.

Comprehensive Product Testing American Seating created the first permanent testing facility in the transportation industry. This enables us to perform all standard transportation testing, ensuring you the safest, most reliable products. Our testing capabilities include static-strength testing, impact testing, crash testing, vibration testing, dynamic tests and hardware tests, among others. We can also draw on additional testing resources, as requested.

Accessibility to Service Since our customers are across the U.S. and Canada, we have strategically placed our sales and service facilities across North America. We ensure that experienced, qualified personnel are readily accessible to provide quality, timely customer service.

Support Tools We provide numerous tools to help customers make informed choices. These include literature, technical information, product samples and a user-friendly website. An easy-to-use interior modeling tool enables you to visualize color, fabric, finishes and component options for planned interiors.





To our valued customers,

At American Seating, we are guided by one vision: to be the premier provider of innovative, world class solutions to the transportation, entertainment, education and office markets. We use the principals of continuous improvement and a team-based culture to aggressively accomplish our vision.

Due to rapid changes in the transportation industry, a demonstrated sense of urgency guides the development and implementation of products and services that provide the "best value" solutions to meet your unique needs. We are committed to being a leader in our markets and an excellent corporate citizen in the communities we serve.

Our renovated corporate headquarters in Grand Rapids, Michigan encompasses several campuses dedicated to design, development, manufacturing and testing. American Seating is committed to providing the most well thought-out, thoroughly tested product solutions in the marketplace.

As Chairman and President of a company with a substantial history like ours, our promise is to make your experience with American Seating satisfying and productive.

Thank you,

Ed Clark
Chairman and CEO


Thank you,

Tom Bush
President and COO

Since 1886, American Seating has set the standard for product design, durability and comfort. Today, we remain committed to exceeding the needs of our customers. Our achievements serve as the platform for new and innovative products that continue to be the benchmark of our industry.



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