



Case Study Highlights

Product Premier®

Quantity 8 motorcoach buses

Location Owosso, Michigan

Contact www.indiantrails.com

Two Companies, One Vision: Innovative Products and Services With the Highest Level of Safety for All Passengers

Ken Henry, Vice President of Operations and Maintenance at Indian Trails, can't remember a time when the tour and charter company didn't work with American Seating, a transportation seating company with over 70 years of innovative experience. "When I came on board in '76, Indian Trails was already working with American Seating. A team of us makes the purchasing decisions, and we're fond of American Seating and the durability of their products. It's been a long association."

Indian Trails Inc., a 100 year old company, was the first of its kind in Michigan, originally specializing in moving passengers and freight between Owosso and points in Shiawassee County. Today, with a fleet of 62 buses, it is the leader in scheduled routes and charter business in Michigan, expanding to include new sectors and continuously updating the fleet every year to ensure the most modern and well equipped motorcoaches and buses on the road. "Our equipment is one of the most important aspects of what we offer and what we're doing," adds Henry.

Over the past year, as Indian Trails geared up to create a new spec for its updated motorcoach fleet which carries an average of 750,000 passengers annually across the upper and lower peninsulas of Michigan and throughout the Midwest, innovation is the company's focus.

Enter: American Seating's *Premier*®, featuring exclusive SafeGuard SmartFrame™ technology.

A Clear Advantage

A year before purchasing motorcoaches equipped with *Premier*, Indian Trails was already considering moving toward belted seats, but there were some initial questions about what type of seat could provide the most protection for their passengers. After reading about *Premier* in an industry publication and discovering Greyhound was specifying the industry-leading *Premier* in their buses, Indian Trails turned their attention to the American Seating product: "We had already decided that we wanted belted seats in our new buses," states Chad Cushman, Vice President of Business and Administration for Indian Trails. "But when we learned about *Premier*, it was far and away the best seat, hands down." *Premier* not only met and exceeded all of Indian Trail's requirements, but it is the only motorcoach seat on the market combining lap-shoulder belts with full compartmentalization, protecting both belted and unbelted passengers.

The company also viewed a product video demonstration about what could happen to passengers in a vehicle with and without *Premier*. The results were astounding for Henry and Cushman: "We had already decided we wanted this seat, but after watching that video, it sealed the deal," concluded Cushman.

Aside from the compelling story of how the seat protects both belted and unbelted passengers in frontal crashes, the motorcoach seat offers other convincing reasons for tour and charter companies to equip their vehicles with *Premier*. "Our customers' feedback drives our direction. One of our larger commuter customers has been requesting child seats and the LATCH system, which we weren't able to deliver until *Premier* was installed. Now we're communicating that message, too."

On the Horizon For Indian Trails

Indian Trails is purchasing five more buses in 2010 for its scheduled route service as a result of receiving ARRA Federal stimulus funding. "Once we learned that we could also have *Premier* on our new buses for *this* program, we immediately sent a letter to the coach manufacturer to switch to American Seating's seat," concluded Henry.

Indian Trails continuously works to stay on the forefront of innovative services and products that are durable and safe. American Seating and SafeGuard are proud to support them in their efforts.

