

Prevost Exhibits Commitment to Motorcoach Industry at UMA Expo 2011

Sainte-Claire, QC, February 15, 2011 – In the middle of January, over 2000 people from the motorcoach industry converged on Tampa, FL for the United Motorcoach Association's annual expo. The show always offers a great opportunity for manufacturers to show their best offerings and newest introductions to the marketplace.

Prevost showcased their 15,000th coach, marking another milestone in the history of Prevost and demonstrating the continued commitment from Prevost to the motorcoach industry. The 15,000th vehicle is a newly re-designed 2011 H3-45 – including the new rear section and new wheel-well profiles. Being the flagship of the Prevost line-up, the new H-Series conveys the brand values of premium quality and sound innovation; and it is designed to look the part.



Prevost UMA Booth



Prevost AWARE Adaptive Cruise Braking - UMA Display

The booth graphics and videos supported new product introductions including Prevost AWARE – Adaptive Cruise Braking. This system helps drivers stay alert and can slow the coach with an automatic braking system. Features of the system include:

Adaptive Cruise - When cruise control is on, AWARE automatically adjusts the cruise speed of the coach to maintain a safe following distance, taking into consideration the position of the vehicle ahead. The system automatically returns the coach to the original cruise speed when it is safe to do so. AWARE will decrease speed to try to maintain adequate distance, and if the system realizes that this intervention will not be sufficient, it will activate the Impact Alert to tell the driver to apply full braking.

Impact Alert - This feature will alert the driver if the distance between coach and vehicle ahead closes too quickly, giving the driver an opportunity to take action. Impact Alert is always active and protecting the coach (in cruise or not).

Following Distance Alert - Reminds the driver to keep a safe following distance by indicating when the coach is following too closely to the vehicle ahead.

The EPA 2010 Volvo D13 engine was a key feature in the booth and was also shown installed in the H3-45 and Volvo 9700 models. Booth graphics and video

gave further information on this new 2010 engine, SCR system and the I-shift transmission. Graphics on the Volvo 9700 highlighted all the safety features that are standard with the Volvo coach, which emphasized Volvo's commitment to safety for passengers and drivers.

During the show, Prevest accepted entries for their drawing for a brand new iPad. **Tim Heinze of Lake Crystal Coaches** was the lucky winner and walked off the show floor with his brand new iPad, customized with a Prevest engraving.



Robert Goodnight, Prevest Vice President of New Coach Sales, and Tim Heinze, Co-Owner of Lake Crystal Coaches

Just prior to the start of the UMA Expo, Prevest held their National Sales Meeting and presented their Sales Team Leader Awards to **Glen Gendron** and **Ward Hicken**. Glen is Regional Sales Manager for Western/Central Canada and Ward is Regional Sales Manager for the Western United States.



Glen Gendron (L) and Ward Hicken (R), Prevest Regional Sales Managers, each with Robert Goodnight, Prevest V.P. New Coach Sales

During the week, Prevest hosted a reception, dinner and entertainment at the Tampa Museum of Art for 200+ of Prevest's key customers. The museum provides the region with a variety of world-class traveling exhibitions, a growing collection of contemporary and classical art, and sits on the scenic Tampa Riverwalk. The event included access to the galleries and the beautiful Riverwalk area. The event also featured an acting troupe that related the story of

Gasparilla, a pirate whose legendary exploits in Tampa are still celebrated each year with a festival named after him. The evening was a celebration of all things Tampa - art, salsa music, Cuban food and pirate lore.

About Prevost

Prevost is a leading manufacturer of premium intercity touring coaches and the world leader in the production of conversion coaches for high-end motorhome and specialty conversion. A company in the Volvo Group of Companies, it has access to the financial strength, research capability, and manufacturing expertise of the group. The Volvo Group is one of the world's leading manufacturers of heavy-duty diesel engines. Prevost has its main manufacturing facilities in Sainte-Claire, Quebec, Canada and has seven Parts and Service Centers located in the United States and Canada.

www.prevostcar.com

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