



K. NEAL BUS NEWSLETTER



INTERNATIONAL TRUCKS, INC



K. NEAL International Trucks, Inc. • 5000 Tuxedo Road, Hyattsville, MD 20781 • Phone: 301-772-5100 • 1-800-852-3672 • www.knealinternational.com

Welcome to our first bi-monthly newsletter.



We will provide you with the latest K. NEAL Bus news, updates, trends and inventory — all aimed at assisting in the growth of your school. K. NEAL International's Bus Sales Division is the leading provider of school buses and service in the Washington, DC metropolitan area. If there are topics you'd like to read more about, please email me at busmarketing@knealinternational.com.

Sincerely,
Scott Bowen
sbowen@knealinternational.com
301-772-4352
Director, Bus Sales Division

ment under the vehicle to operate. For more information on Fluid Economy, log onto www.knealinternational.com or www.navistar.com or contact **Scott Bowen**, K. NEAL's Bus Sales Division Director, at **301-772-4352**.

Introducing The First Type A To Give All Others An Education (ONLY AT K. NEAL's Bus Sales Division in Hyattsville, Maryland)



IC BUS Delivers up to 4.5% better Fluid Economy

With diesel fuel and operating costs on the rise, you need to squeeze maximum efficiency out of your operation. IC Bus went out and completed head-to-head testing with our Buses. The results are in: independent testing shows IC Bus offers up to a 4.5% advantage in fluid economy over our competitors.

Fluid Economy: The New Measure of Efficiency

What is fluid economy? It's the measurement of diesel fuel consumed plus any consumption of liquid urea by the vehicle's emissions reduction system. All diesel bus manufacturers besides IC Bus use the SCR emission system to comply with 2010 emissions regulations. SCR consumes liquid urea and requires additional after treatment equip-

We have the **FIRST** and **ONLY FULLY** integrated **Type A**. It's the first-ever Type A to be fully integrated, which means you get one manufacturer who is absolutely accountable for all aspects of its proprietary design. It's designed to have a longer lifecycle than similar products in the industry. Call **Scott Bowen** TODAY for your on-site demonstration at **301-772-4352**, or email him at sbowen@knealinternational.com.

Retrofittable Seating Solution. Now That's Flexible!

The IC Bus BTI Seating System NOW offers you a solution, you can retrofit a bus from standard seats to three point seat belts or to integrated child restraint seats (ICS) without the hassles of removing the complete seat and tearing up the floor for needed structural reinforcements. IC Bus and IMMI, have developed a seating system that allows for



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5000 Tuxedo Road
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Monday to Friday 8:00am to 5:00pm
301-772-5100 or 1-800-852-3672

GSA Contract Holder



easy replacement in a simple 5 minute process. Any IC Bus brand school bus built after January 2010 comes with the capability to upgrade your seats already built in, at no additional cost to you. For more information on the IC Bus BTI Seating System, contact - **Scott Bowen** of K. NEAL's Bus Sales Division, at **301-772-4352**, or email him at **sbowen@knealinternational.com**.

SAFETY TIP

Do You Have the Right Brakes for Your School Bus? The top brake system manufacturers agree, the right braking system for your School Bus system is about strength, durability and finding the right features to suit the specifications of your bus.



Liane Martinez

Contact **Liane Martinez**, Service Advisor for K. NEAL Bus Service Division at **301-772-4391** to schedule your appointment to have your brakes serviced TODAY!

School Bus Seat Belts Have New Standards-Effective October 21, 2011

On October 21, 2011, the two final provisions of the NHSTA final rule on school bus occupant practice go into effect. One will require school buses weighing 10,000 pounds or less to have lap shoulder belts. The other sets new standards for testing and design of school bus seat belt systems to ensure the strength of the anchorages and the compatibility of the seat with the compartmentalization

School Buses Are The Safest Form of Transportation for Children

According to The U.S. Department of Transportation, School buses are the safest form of transportation for getting children to and from school. "Be Cool. Bus Rules!" is a comprehensive program developed to help school officials, parents, drivers and students learn about bus safety in a fun way. IC Bus is proud to offer the following tools to help communicate the message of bus safety.

Bus ID Tag: This nametag includes the ten "Be Cool Bus Rules!" safety rules on one side and a place for your child's name and bus number on the other side.

Post Card: Special safety tips for parents on a postcard-sized mailer that your school can mail with a customized message. Log onto www.icbus.com and click on the **In Your Community** tab for more information.

(the passive protection provided by school bus seating compartments). For more information, log onto www.nhsta.gov.

K.NEAL IS GOING GREEN

YOU CAN RECEIVE OUR NEWSLETTER ELECTRONICALLY. EMAIL: BusMarketing@knealinternational.com and LIKE us on FACEBOOK or Follow us on Twitter.



Current Inventory

VIN#	Description	Brakes	Color	Wheelbase	Wheels
CB399232	64 PASS	HYD	BLUE	254	aluminum
CB399235	64 PASS	HYD	GRAY	254	steel
CB400878	72 PASS	AIR	GREEN	276	aluminum
CB400879	72 PASS	AIR	GREEN	276	aluminum
CB400881	72 PASS	AIR	GREEN	276	aluminum
CB400884	72 PASS	HYD	GRAY	276	aluminum
CB400885	72 PASS	HYD	GRAY	276	aluminum
CB400886	72 PASS	HYD	GRAY	276	aluminum
CB400887	72 PASS	HYD	GRAY	276	aluminum