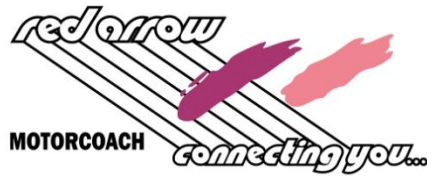


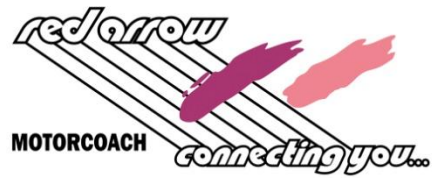
Enhancing Intermodal Passenger Travel in Canada Workshop:

May 31 - June 1, 2012



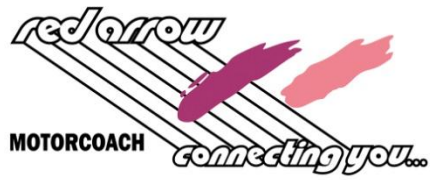
“A Proud Division of the Pacific Western Group of Companies”

- **PWT founded in 1957; Calgary-based - privately-held; 5000 employees.**
 - **3500 pieces of rolling stock; operations in BC, AB, SASK and ON.**
 - **PWT provides student, employee and municipal transport services.**
- **We operate the Toronto Airport Express, Porter Airline Shuttle and direct service into YYC**
 - **Red Arrow represents the ‘flagship’ of PWT passenger service :**
 - **we pride ourselves on being an innovative industry-leader.**
 - **Red Arrow operating since 1979 : we carry over 200,000 pax annually.**



● Our Coaches

Safety - Customer Service - Resourcefulness - Integrity - Positive Attitude - Teamwork - Loyalty - Accountability - Respect - Dedication



Safety - Customer Service - Resourcefulness - Integrity - Positive Attitude - Teamwork - Loyalty - Accountability - Respect - Dedication



Single Row
Privacy Seating

Complimentary
Onboard
Wireless Internet

Overhead
Compartments

FREE
Onboard Movies

Comfortable
Leather and Cloth
Reclining Seats

Armrests

Safety - Customer Service - Resourcefulness - Integrity - Positive Attitude - Teamwork - Loyalty - Accountability - Respect - Dedication



Laptop plug-ins

Satellite Radio

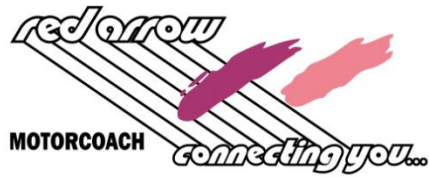
Complimentary Snacks and Refreshments

Fold down tables

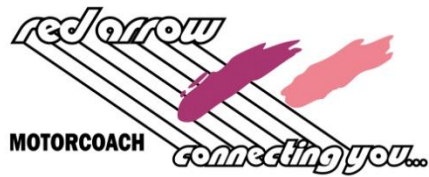
30% more leg room

Onboard lavatory

Safety - Customer Service - Resourcefulness - Integrity - Positive Attitude - Teamwork - Loyalty - Accountability - Respect - Dedication

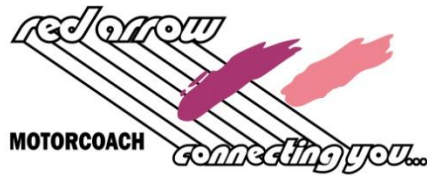


● Bus Modernization in Alberta



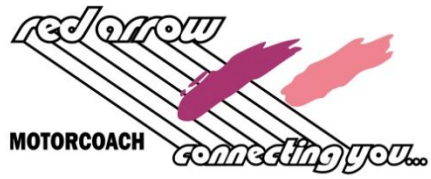
The “Old” System

- Any carrier providing scheduled intercity bus service in Alberta was required to obtain a provincial operating authority certificate (OAC).
- The Government of Alberta sets the conditions
- One condition was providing service to less-profitable rural routes, in exchange, government limited competition on more-profitable routes
- Existing carriers were able to file an objection to an OAC application,
- A hearing may be set and it provided opportunities for all interested parties to give evidence as to why the OAC should or should not be issued.
- At the conclusion of the hearing, the Registrar decides whether it is in the public interest to issue the OAC.



The “New” System

- It’s a framework for intercity busing to essentially create an open market for bus service.
- This supports free enterprise, fosters competition.
- The goal is to have a system that is flexible and responsive to the varied busing needs across the province.
- Service providers will still have to obtain an OAC
- Service providers will have to comply with all the safety and vehicle equipment regulations required for passenger service.



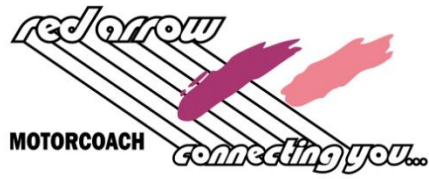
Alberta Market under the “old system”

Service

GH

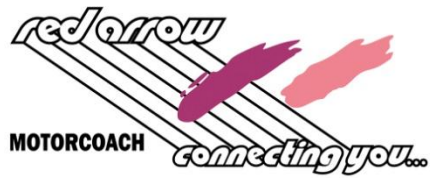
Price



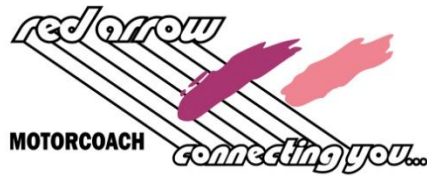


New Scheduled Service

Safety - Customer Service - Resourcefulness - Integrity - Positive Attitude - Teamwork - Loyalty - Accountability - Respect - Dedication



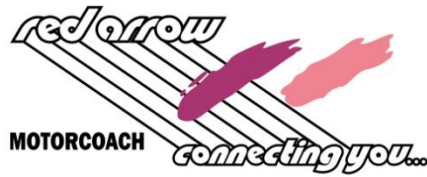
Safety - Customer Service - Resourcefulness - Integrity - Positive Attitude - Teamwork - Loyalty - Accountability - Respect - Dedication



- www.myebus.ca
- Edmonton – Red Deer – Calgary – Oct 2011
- Edmonton – St. Albert – Athabasca – Fort Mc – Mar 2012
- 6 coaches, 48 Passengers, WIFI & 110 Power
 - Utilizing existing infrastructure, i.e.
Ticket Offices
 - Economical Price / High level of Service



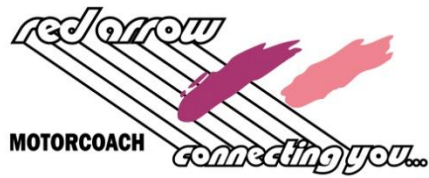
1-877-7myebus



Red Arrow & Bus Modernization

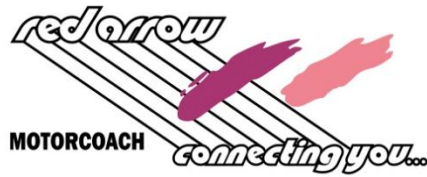
With the Provinces roll-out of “Bus Modernization” (The New System)

Greyhound announced they will either reduce or eliminate passenger service in many Alberta communities



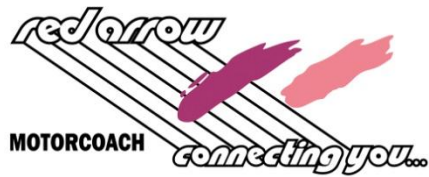
Red Arrow & Bus Modernization

A New Network of Interline Partners



Red Arrow & Bus Modernization

- Existing Charter / Shuttle / School Bus carriers that have a satisfactory safety rating and a good standing in the community
- Entrepreneurs interested in transportation, that demonstrate the ability to provide a safe service



Red Arrow & Bus Modernization

- “Hub and Spoke” system that feeds passengers within the Network
- Central source for reservations —
Website and 800#

Connecting Alberta Safely

www.albertabus.com















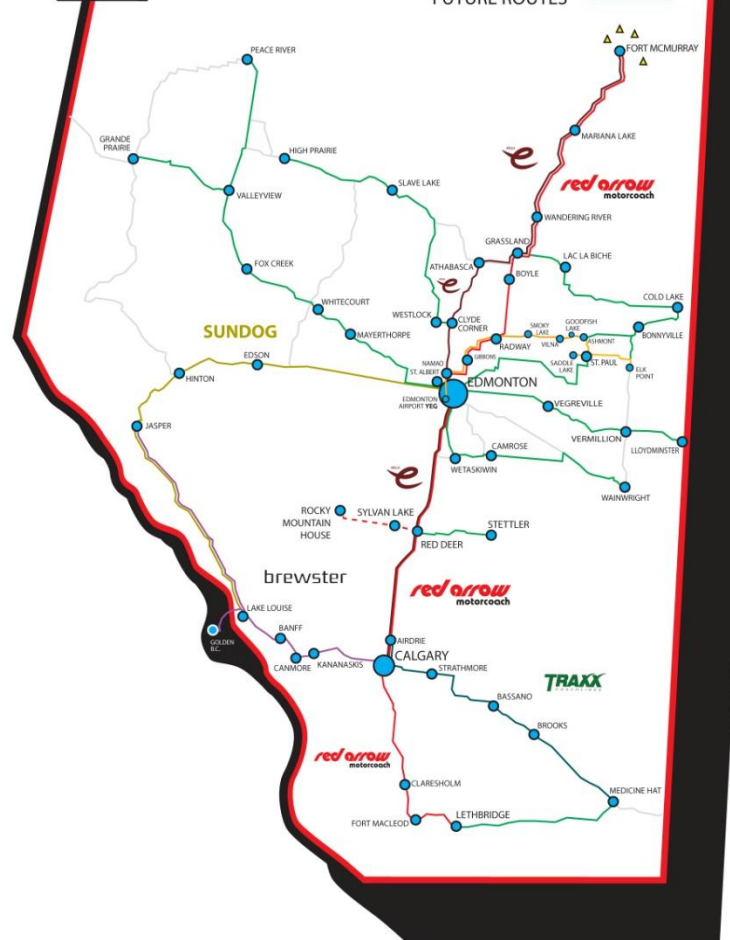
Safety - Customer Service - Resourcefulness - Integrity - Positive Attitude - Teamwork - Loyalty - Accountability - Respect - Dedication

Alberta Bus.com

Connecting Alberta Safely

ROUTE LEGEND

- SUNDOG Tours Ltd. 
- brewster 
- TRAXX 
-  
- red arrow motorcoach 
- red arrow connect 
- ONKOD   
- Lakeland Connect 
- FUTURE ROUTES 



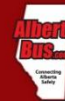
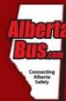
Safety - Customer Service - Resourcefulness - Integrity - Positive Attitude - Teamwork - Loyalty - Accountability - Respect - Dedication

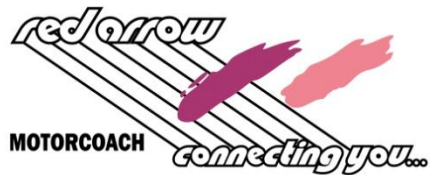
www.albertabus.com

Toll Free 1-855-552-2287

AlbertaBus.com ROUTES

- Jasper/Hinton/Edson/Edmonton (Sundog)
- Jasper/Lake Louise (Sundog & Brewster)
- Edmonton/Namao/Gibbons/Radway/Boyle/Grassland/Wandering River/
Mariana Lake/Fort McMurray (Red Arrow)
- Edmonton/St. Albert/Clyde Corner/Athabasca/Grassland/Fort McMurray (ebus)
- Fort McMurray/Camp Transportation (ONKOD)
- Elk Point/St. Paul/Saddle Lake/Ashmont/Goodfish Lake/Vilna/Smoky Lake/
Edmonton/Edmonton Airport YEG (Lakeland Connect)
- Edmonton/Red Deer/Calgary/Calgary Airport YYC (Red Arrow)
- Calgary/CrossIron Mills/Red Deer/Edmonton (ebus)
- Rocky Mountain House/Sylvan Lake/Red Deer (Red Arrow Connect) Summer 2012
- Lethbridge/Fort Macleod/Claresholm/Calgary (Red Arrow)
- Medicine Hat/Bassano/Brooks/Calgary/Airdrie (Traxx)
- Banff/Canmore/Calgary (Brewster)
- Banff/Lake Louise/Jasper (Brewster)
- Banff/Golden B.C. (Brewster)
- Red Deer/Stettler (FUTURE)
- Peace River/Edmonton (FUTURE)
- Cold Lake/Bonnyville/Edmonton (FUTURE)
- Wainwright/Camrose/Wetaskiwin/Edmonton (FUTURE)
- Lloydminster/Vermillion/Vegreville/Edmonton (FUTURE)
- Medicine Hat/Lethbridge (FUTURE)
- Grande Prairie/Valleyview/Fox Creek/Whitecourt/Edmonton (FUTURE)
- High Prairie/Slave Lake/Westlock/Edmonton (FUTURE)
- Bonnyville/St. Paul/Edmonton (FUTURE)





The NEW Alberta Market

AlbertaBus.com

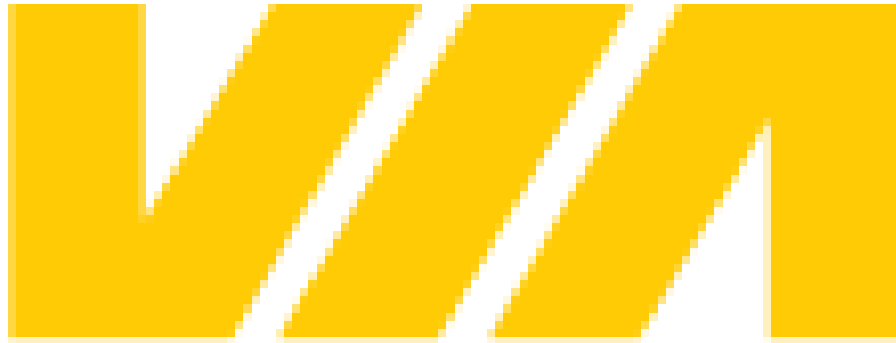
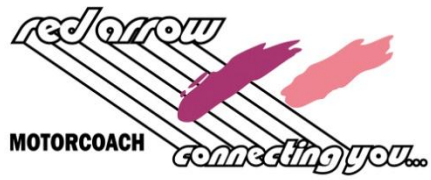


Service

GHE
GH

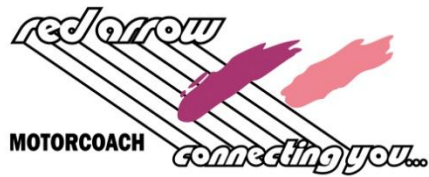
Price

Safety - Customer Service - Resourcefulness - Integrity - Positive Attitude - Teamwork - Loyalty - Accountability - Respect - Dedication



Affiliate Program

Safety - Customer Service - Resourcefulness - Integrity - Positive Attitude - Teamwork - Loyalty - Accountability - Respect - Dedication

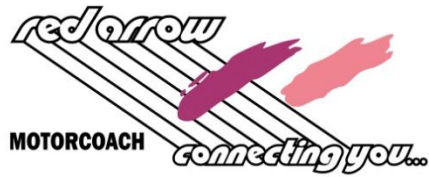


Airport Express – Toronto

- Connection between Pearson & Union Station

Red Arrow – Calgary / Lethbridge / Red Deer / Ft McMurray

- Connection to Via Rail in Edmonton



Thank you!

Questions?