



USASIA's Volvo 9700s give California casino-goers three of a kind

For immediate release

Sainte Claire, Quebec, January 6, 2009—USASIA, a family owned and operated company founded in 1990, has become a trendsetter among California operators by acquiring the new Volvo 9700 motorcoach. Headquartered in Burlingame and running a fleet of 16 vehicles, USASIA offers charter trips as well as daily service between Los Angeles and San Francisco. But its core business is that of a casino marketing company. USASIA provides daily transportation from San Francisco to casinos in Reno, Nevada, and from Los Angeles to the glitter and glitz of Las Vegas.

That's a high stakes business, and to keep it up and running, USASIA can't afford to gamble on unreliable vehicles. So when the Volvo 9700 made its U.S. debut in early 2009, USASIA managers were keen to learn more. Keith Hayward, west coast Regional Sales Manager for Prevost— which markets the Volvo 9700 in the U.S.—introduced them to the new model, stressing Volvo's legendary quality, the 9700's reputation for reliability, and the extensive North American service network that would be available to them. The vehicle's solid track record and attractive entry configuration left USASIA management impressed. "We run a lot of miles and we need good, reliable coaches." USASIA became early adopters, taking delivery of their first Volvo 9700 in March 2009, and have since added two others.

"We also liked the many safety features that are standard, including the three-point safety belt, as well as the vehicle's diagnostics—and the way Volvo operates, in general. They just seem to be ahead of the curve."

Productivity is important, as USASIA coaches rack up 500 miles per day on average. USASIA execs note, "So far they've been performing 'as advertised'. They're efficient, too. For instance, the tires on our first Volvo 9700—which already has 75,000 miles on it—are wearing well and the pneumatics are even, indicating that the bus has a stable ride and that everything's working smoothly after seven months of use." All of which means that future Volvo 9700s may well be in the cards for USASIA.

About Prevost

Prevost is a leading manufacturer of premium intercity touring coaches and the world leader in the production of bus shells for high-end motorhome and specialty conversion. Owned by Volvo Bus Corporation, it has access to the financial strength, research capability, and manufacturing expertise of the group. Volvo Bus Corporation is part of the Volvo Group, the world's largest manufacturer 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 Canada and the United States. www.prevostcar.com