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FOR IMMEDIATE RELEASE

OMCA and MCC Spread the Word About Coach Travel's Eco Friendly Nature

The Ontario Motor Coach Association (OMCA) and Motor Coach Canada (MCC) have created a brochure to help spread the word that motor coach travel is good for the planet as it helps reduce our environmental footprint.

This brochure gives consumers the facts on how motor coaches are even more environmentally friendly than driving a hybrid car based on emissions levels and fuel consumed on "per passenger: basis.

Some of the facts highlighted in the brochure are:

- Motor coaches use significantly less fuel per passenger as one coach can displace up to 56 cars from the road.
- A car driving from A to B uses 20 liters of fuel. A motor coach making the same trip uses 280 liters of fuel, however on a per passenger, fuel consumption basis, the coach only uses 5 liters of fuel for the trip.
- On average, a motor coach emits 60% less CO₂ into the air on a per passenger basis than a typical mid-sized car.

MCC Chairman, Dale Janzen of Fehr-Way Tours in Winnipeg says "This brochure is designed to assist the members of OMCA and MCC in informing their clients and increase sales by highlighting the environmental advantages of coach travel". OMCA Chairman, Dave Willis of Ayr Coach Lines in Waterloo says, "This brochure is just one of the great ways that OMCA and MCC work together to promote the motor coach and tour industry in Canada. The entire industry will benefit from the increased awareness of motor coaches' eco-friendly nature".

This brochure will be available to members of both OMCA and MCC to provide to their customers to spread the word! More information on the eco-friendliness and safety of coach travel is available on the OMCA and MCC websites.

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Founded in 1929, the OMCA is a full-service trade association representing 80 bus operators, over 100 tour operators and over 700 affiliated sellers to the group tour industry including attractions, destinations, hotels, and retail outlets across North America. Operator members provide scheduled intercity, charter, tour, school bus, contract, shuttle, airport and transit services. The OMCA works with all levels of government to outline the industry's contributions and concerns regarding a seamless, sustainable public and private passenger transportation network.

Motor Coach Canada (MCC) is one of the largest travel and tourism-related associations in Canada, and the voice of private-sector bus operators, inter-city bus lines, charter and coach tour companies in Canada. MCC provides a united voice at the national level for motor coach tour operators and bus companies to create an environment that supports its members' investment and growth. MCC has over 200 company members comprised of more than 90 bus operators and over 110 tour operators.

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