Background

- BoltBus Lineage
  - BoltBus is division of Greyhound and is affiliated with Peter Pan Bus Lines
  - Greyhound began operating inter city bus service in 1914
  - Peter Pan began operating inter city bus service in 1933
  - BoltBus was started as a platform for growth and a test of new business practices
  - BoltBus is a stand alone division with a dedicated management team
  - BoltBus’s first date of operation was March 27, 2008
    - First date of operation in Philadelphia was April 10, 2008

- David Hall Bio
  - 25+ years in the transportation industry
    - 10+ years with United Parcel Service and 15+ with Greyhound
  - MS – Intermodal Transportation – University of Denver – Denver, Colorado
  - BBA – Management – Hardin-Simmons University – Abilene, Texas
Background to BoltBus

- Traditional bus service has been in decline since the 70’s
  - Traditional bus service is defined as from a bus terminal to a bus terminal
  - Old school - brick and mortar building, lots of labor and costs overall
  - How does the consumer buy the service – from a human ticket agent
  - Personal car ownership has also risen
  - Numerous discount airlines have started up

- Non – traditional bus service began about 10 years ago
  - Non – traditional usually runs from a street corner to a street corner, usually with great access to local transit systems
  - New school – little brick and mortar, not a lot of labor or indirect costs
  - How does the consumer buy the service – from a web site, very low cost
  - Cheaper - can pass along the lower cost structure to consumer with lower ticket prices
  - This non traditional segment has been growing explosively
  - Currently there are about 15 non - traditional bus carriers operating in the Northeast
Conducted by Greyhound to understand market share
New competitive entrants had dramatically grown the overall market
In ten years the market size had grown by 2.9m Customers or 80%
We did not expect non – traditional to be bigger than traditional

3.6 Million Total Customers
6.5 Million Total Customers
Examples of Non-Traditional Carriers

- VAMOOSE
- P2P Circulator
- DC2NY
- Megabus.com
- Dragon Coach
- Fung Wah Transportation
- First America
Brand Fundamentals

- Be an easy and fun company to do business with
- Full spectrum of fare availability – fares start at $1
- Reservation service
- Ticketless
- Friendly / professional employees at all customer touch points
- Boarding process -- A / B / C like an airline
- Free Wireless Internet and 110 volt power plug ins
- Simple loyalty program
- Additional leg room (about 3 inches more than standard)
Huge Market Growth - Example (Greyhound + Bolt)
Typical week

Pax Miles (Demand)

- Mon
- Tue
- Wed
- Thu
- Fri
- Sat
- Sun

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Customer Insights

■ Top 3 items our customers desire

- A low affordable price
- Safe / comfortable trip (including curbside environment)
- Connectivity to local transportation

■ Demographics

- 76% of our customers are between 18 – 34 years old
  - 30% are between 18 – 24 years old
  - 46% are between 25 – 34 years old
- 82% either have a college degree or are in school currently
- 64% are female
- 53% have household incomes above $50k
- 65% arrive to ride our service via local transit (either train or bus)
Current Operation

- We currently run about 1,100 departures a week
- Our occupancy rate runs about 80%
- 97% of our tickets are sold on line
- 93% of our fleet is wheelchair lift equipped

Safety systems
  - CADEC - Speed and idling
  - DriveCam - monitor and enforce safe driving behaviors

We operate from 8 pure curbside locations
  - Largest locations: New York -- 33rd Street and 7th Avenue, New York -- 34th Street and 8th Avenue and Philadelphia -- 30th Street and JFK Boulevard

We operate from three terminal locations
  - Port Authority in New York, Union Station in Washington D.C. and South Station in Boston
Our Thoughts

- We run a business that has proven to be both high growth and profitable
  - Our desire is to be good corporate citizens
  - Follow all regulations
    - When issues arise we will be responsive and determined to rectify
  - We will improve local area if needed and desired
  - We do contribute to local events and charities

- Location philosophy
  - Our passengers want easy connections to other transit modes
  - Location and proximity to transit is very important
  - We believe several medium sized locations is better than one very large location
  - The area passengers wait is as important as the curb space for the buses
    - Narrow curb = problems
  - Believe separate arrival and departure areas are needed and helpful

- Fees and Regulations
  - We are open to reasonable fees (recovery of lost revenue, etc) and regulations
  - As long as they are applied to all carriers equally
  - Believe public notice / commentary is important
  - We also believe that loud constituents should not overly dictate the process