

# **Motorcoaches Are Clean, Green, and Efficient: These Selling Features Matter to Today's Consumer**

We know our industry represents the cleanest, greenest way to get from one place to another, but not everyone else does.

Spread the message to your community and your local, state, and national officials on social media. Below are messaging Ideas for social media posts about how our industry is clean, green, and efficient. These facts are from a report by the Union of Concerned Scientists. **Remember to tag your elected officials in social posts**, and also remember to share these facts when your sales team is engaging with potential customers. These are strong selling points that consumers care about.



- **Motorcoaches leave carbon in the dust.** A couple boarding a motorcoach will cut their carbon nearly in half, compared with driving even a hybrid car. And if they take the motorcoach rather than flying, they will cut their emissions by 55 to 75 percent, depending on the distance.
- **Group tours = low carbon.** Every person who chooses motorcoach travel instead of driving alone reduces his or her carbon dioxide emissions by an average of 85 percent. Moreover, each motorcoach has the potential to remove as many as 55 autos from the highway, reducing congestion.
- **More efficient than public transit.** Because motorcoaches encounter much less stop-and-go traffic than public-transit buses, they have notably lower carbon emissions, making them a very green way to travel. In fact, even when not filled to capacity, motorcoaches have the smallest carbon emission factors of any major motorized vehicle.