

Press release
For immediate release

PREVOST®

PREVOST RELEASES “READY TO GO” PROGRAM WITH EASY TO USE TOOLS TO HELP OPERATORS RESTART BUSINESS

(June 17, 2020, St. Claire, Québec) – Prevost today expanded its Clean + Care program with the release of “Ready to Go,” a package of easy to use tools designed to help operators restart their business. The new program includes messaging and marketing for bus and tour businesses including many new processes and procedures to support operators with reassuring riders that they can safely resume group bus travel.

“We realize operators have many new procedures to keep in mind as they start up business again,” says Prevost’s Director of Marketing, Michael Power. “Communicating these new activities can be done easily using the tools in our “Ready To Go” program. Operators can choose from the package the resources they need to lead their communication and marketing efforts.”

The customizable “Ready To Go” program for operators’ restart of business includes:

- Press release
- Social media posts
- Website content
- Email letter to customers
- Coach cleaning checklist
- Disinfection procedures
- All are available in English, French and Spanish

Details on these resources and programs can be found on our website and customer communications page at <https://prevostcar.com/covid-19updates>.

Additional initiatives are coming; continue to be in touch with your Prevost Regional Sales Manager and Customer Support representatives or check our website for updates. Your Prevost team is always ready to assist by providing or reviewing any of the initiatives and offerings. Follow us on social media for updates and utilize our crisis support email address prevostcrisissupport@volvo.com for any questions you might have.

About PREVOST

Prevost is a leading manufacturer of premium intercity touring coaches and the world leader in the production of conversion coaches for high-end motorhome and specialty conversion. As part of the Volvo Group, it has access to the financial strength, research capability, and manufacturing expertise of the group. The Volvo Group is one of the world’s leading manufacturers of heavy-duty diesel engines. Prevost has its main manufacturing facilities in Sainte-Claire, Quebec, Canada and has nineteen Parts and Service Centers located in the United States and Canada. www.prevostcar.com

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