



Feature 3-point Seatbelts



medicine hat, alberta

### **International Stage Lines rewards loyal riders with four new 2013 MCI® J4500 coaches**

While credit card companies repay loyal customers with redeemable points International Stage Lines, a premier motor coach operator in Vancouver, rewards riders with new equipment. George Almas, General Manager, asserts the company's four new 2013 MCI J4500 coaches demonstrate its care for customers. "We have a loyal group of core customers, and we are updating our fleet for them," said Almas, who has been leading the family-owned business for more than 20 years. "Our customers deserve the best, and for us that has always been MCI. We like everything about the new J4500 from its curb appeal to its safety advances, and cleaner, greener engine technology. We have a five-year plan to upgrade our fleet. This is the time to do it, especially with all the improvements that have taken place over the past few years."

International Stage Lines' new J4500 coaches safety features include three-point passenger seatbelts, Electronic Stability Control, a fire suppression system and air-pressure tire monitoring. The company added optional 110-volt power outlets at every seat.

"It's impressive to see the quality that goes into an MCI model," said Almas, who traveled to MCI's Winnipeg plant with drivers to pick up the new coaches. "MCI is as dedicated to their core customers as we are to ours, and it's been this type of relationship that has made us remain loyal with an MCI fleet."

With a reputation for excellent customer service, International Stage Lines holds star status with group tours traveling to Western Canada and the Western U.S. from around the world especially Japan and Europe. "Our reputation grew rapidly after the 2010 Olympics," said Almas. "Our customer base stays strong all year long. In the summer, travelers want to see the Canadian Rockies, and in the winter they come to ski Whistler. Vancouver also completed construction on a new convention center, and that's been tremendous for us as well."

Founded 35 years ago by George Pullman and Robert W. Myhre, International Stage Lines has relied on MCI coach models since day one. Today the company operates a fleet of 39 MCI coaches and employs a staff of more than 85 people in offices and maintenance facilities in Richmond, British Columbia. The company transports more than a million passengers a year, specializing in group tours, schools and corporate.

