



IC Bus Marketing Dealer Website Audit

IC BUS. DRIVING OUR FUTURE.™



Overview – Dealer Website Audit

- Dealer review last year identified multiple areas of improvement for dealer websites across the network
- Audit rated the following:
 - Content
 - Call-To-Actions
 - Navigational Structure
 - IC Badge Usage
 - Links to ICBus.com
 - Video Usage
 - Social Links
 - Google Listings
 - Mobile Friendly/Responsive Design
- Each category was given a ranking of 1, 2 or 3
 - 1 being the best – 3 the worst



Purpose of Audit

- Goal
 - Work with dealers on improving marketing footprint
 - Not meant to point fingers
- IC Bus has updated/created a number of marketing materials in the last calendar year
 - Want these assets to be leveraged on the dealer level
 - Make dealers aware of everything that is available to them
- Provide a snapshot of where dealers stand and work to build a plan to address critical areas of need



Pursuit of Excellence

Dealers that meet eligibility requirements must achieve a score of 700 points or higher to earn Pursuit of Excellence.

Website Standards*:

- All product information on dealership website is accurate and includes latest collateral from MRC or ICBus.Com
- Easy to identify on dealership home page that you're an IC Bus dealer, and also have a clear call-out to locate school bus specific information in main navigation menu.
- Website is mobile friendly with a responsive design
- Incorporates effective call-to-actions for users regarding downloading materials for product information's, filling out contact forms, subscribing to email list, etc.

Service, Marketing & Stocking *Possible Points = 300*

Diamond Edge Dealer Group Certification	Points	Website Standards*	Points	Stocking Program	Points
1 Quarter	25	1 Standard	25	Participate in Stocking Program	100
2 Quarters	50	2 Standards	50		
3 Quarters	75	3 Standards	75		
All Quarters	100	All Standards	100		



TIER 1

Dealership website excels in the following areas:

- ✓ Comprehensive information on all IC Bus products
- ✓ Navigational structure – Easy to follow – clear call-out to IC Bus products
- ✓ IC Bus product information is accurate
- ✓ IC Bus badge is incorporated into site design or easy to locate throughout the site
- ✓ Links back to ICBus.com for more information where appropriate
- ✓ Effective Call-To-Actions for users (downloads, contact forms, etc.)
- ✓ Re-purposes information/content from ICBus.com on dealership website
- ✓ Website is mobile friendly (responsive design)

TIER 2

Dealership website needs work in the following areas:

- ! Has some info on IC Bus products, but could offer more
- ! Navigational structure – Not immediately clear where to find IC Bus information
- ! Some IC Bus product information is lacking or out-of-date
- ! IC Bus badge is hard to find on the home page/throughout the website
- ! Offers some links back to ICBus.com but could do better
- ! Some Call-To-Actions for users (downloads, contact forms, etc.)
- ! Website is mobile friendly (responsive design)



TIER 3

Dealership has a website, but has some of the following issues:

- x Information is out of date on website and/or does not have correct collateral available
- x Navigational structure is hard to follow – tough to locate IC Bus product info
- x IC Bus product information is lacking, missing or out of date
- x IC Bus badge is missing on the home page
- x Does not link back to ICBus.com
- x No clear Call-To-Actions for users (downloads, contact forms, etc.)
- x Website not mobile friendly (non-responsive design)



TIER 1

Website has:

- Comprehensive, accurate, up-to-date information on all IC Bus products and offerings
- Website does not have any out-of-date collateral

Dealers Rank Total: 3

TIER 2

Website has:

- Comprehensive, accurate, up-to-date information on all IC Bus products and offerings
- Website has one or more pieces of outdated collateral/copy

Dealers Rank Total: 8

TIER 3

Website does not have current:

- CE and RE brochures
- Spec sheets
- Website has outdated collateral/images

Dealers Rank Total: 26

Content

Tier 1 Example

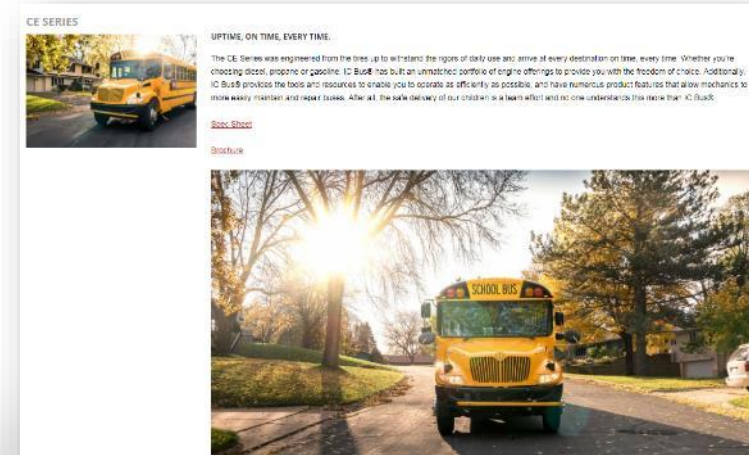
Leonard

- ✓ Copy, imagery, collateral still up-to-date
- ! Still room for improvement:
 - ! Basic product info, but no call-outs to engine offering, technology, etc.

[Site link](#)

Wolfington

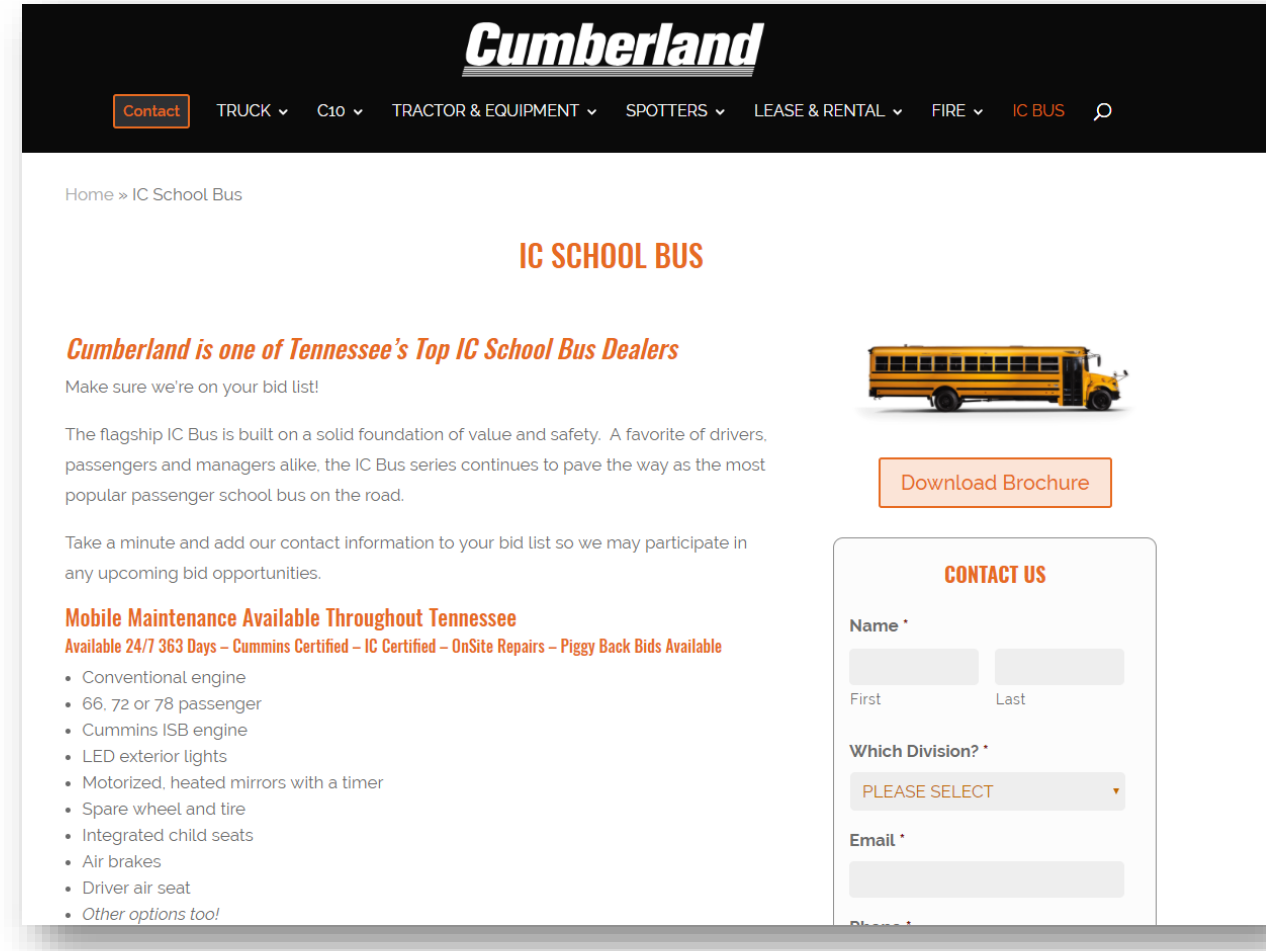
- ✓ Customized literature



Tier 2 Example

Cumberland

- ✓ Has some nice elements:
 - ✓ Information on dealership
 - ✓ CTA
 - ✓ CE Brochure
- x But lacking:
 - x Product info/offerings other than CE
 - x Only one video (walkaround)
 - x Only page on their site for IC Bus



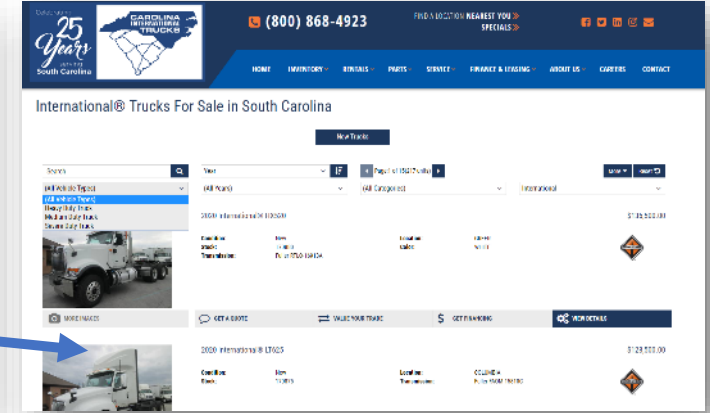
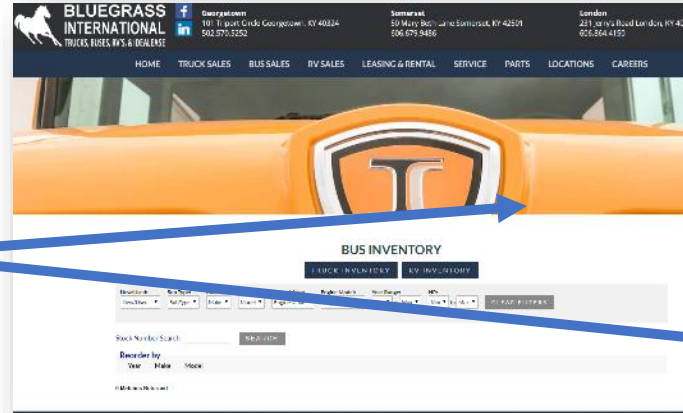
The screenshot shows the Cumberland website's page for IC School Buses. The navigation bar includes a 'Contact' button and dropdown menus for 'TRUCK', 'C10', 'TRACTOR & EQUIPMENT', 'SPOTTERS', 'LEASE & RENTAL', 'FIRE', and 'IC BUS'. The breadcrumb trail reads 'Home » IC School Bus'. The main heading is 'IC SCHOOL BUS'. A sub-heading states 'Cumberland is one of Tennessee's Top IC School Bus Dealers'. Below this is a call to action: 'Make sure we're on your bid list!'. A paragraph describes the flagship IC Bus as a popular passenger school bus. Another call to action asks users to add contact information to their bid list. A section titled 'Mobile Maintenance Available Throughout Tennessee' lists various features like conventional engine, passenger capacity, Cummins ISB engine, LED lights, heated mirrors, spare wheel, child seats, air brakes, and driver air seat. On the right side, there is an image of a yellow school bus, a 'Download Brochure' button, and a 'CONTACT US' form with fields for Name (First and Last), Which Division?, Email, and Phone.

Content

Tier 3 Example

Bluegrass/Carolina

x No information of any kind on IC Bus



Longhorn/Sun State

x Outdated brochures



User Call-To-Action

TIER 1

Website has:

- Effective call-to-actions for users
 - brochures, contact forms, etc.
- Example: Easy to contact designated sales person, parts person, or department (such as service)

Dealers Rank Total: 7

TIER 2

Website has:

- Some call-to-actions for users
 - Brochures, contact forms, etc.

Dealers Rank Total: 20

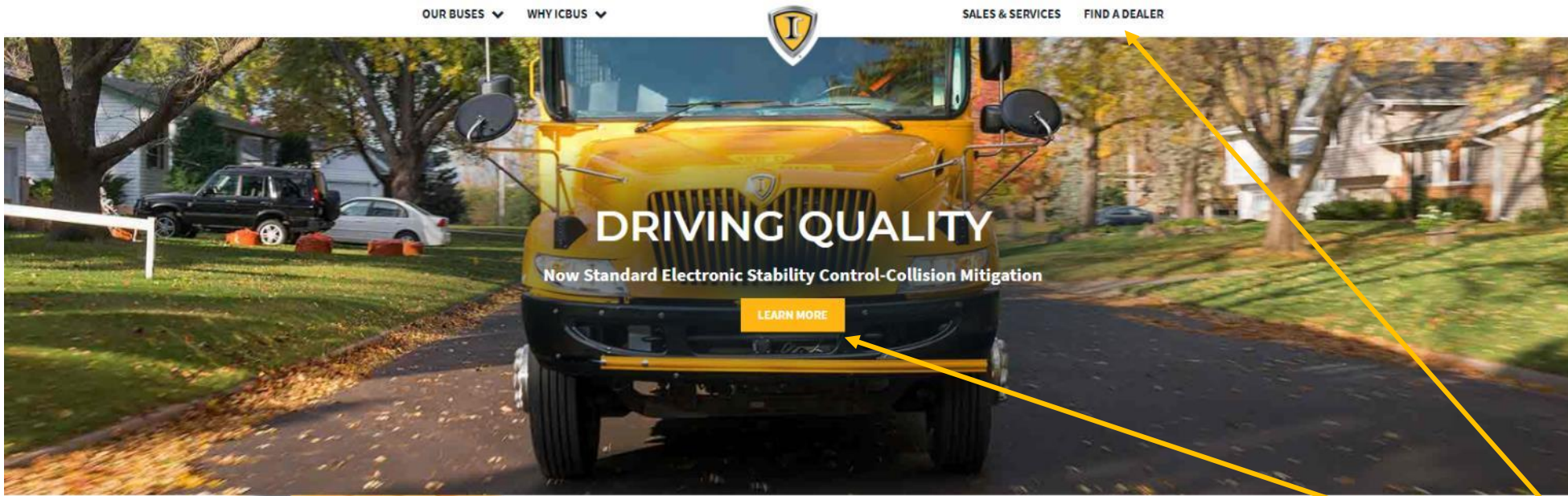
TIER 3

Website does not have:

- Any clear call-to-actions for users
 - Brochures, contact forms, etc.

Dealers Rank Total: 10

What's a Call-to-Action?



We never forget why we do what we do.

Being an industry leader means caring about more than engineering and design. We believe you can't build a better bus unless you truly appreciate what, and who, goes into one.

WHY IC BUS

SIGN UP FOR OUR NEWSLETTER



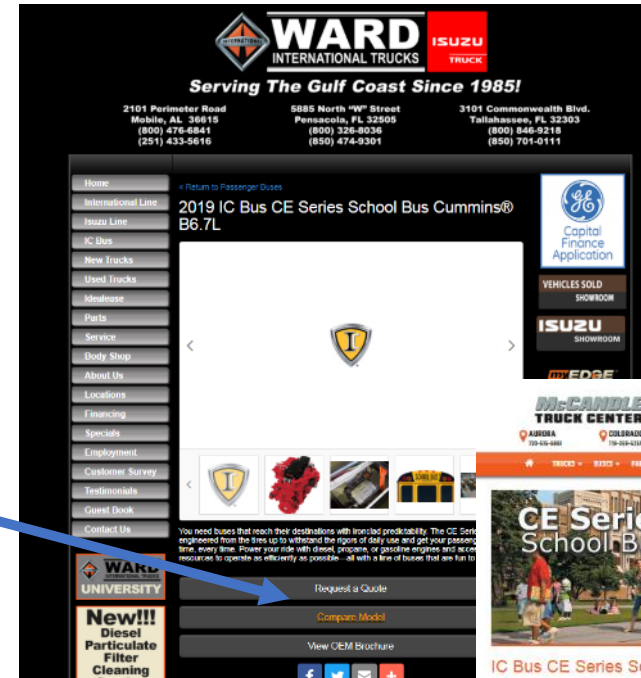
IC BUS. DRIVING OUR FUTURE.™

User Call-To-Action

Tier 1 Example

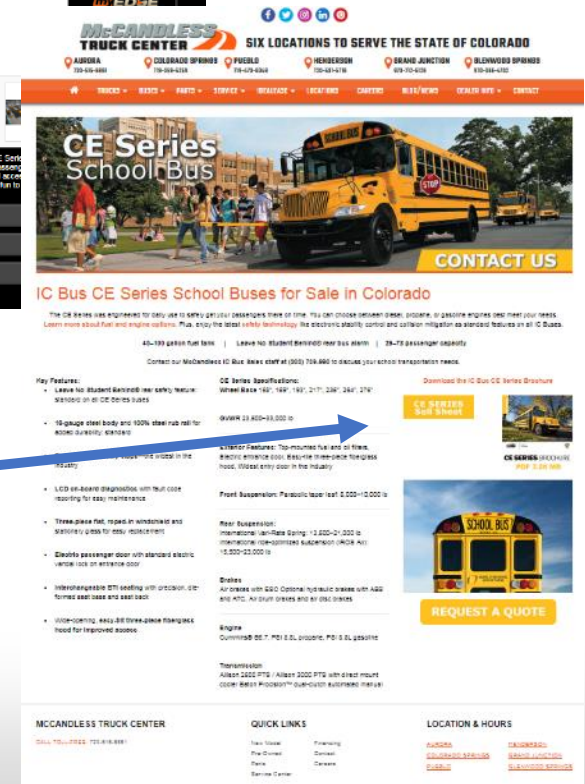
Ward

- ✓ Easy to request a quote, view brochures, look at photos, email share link
- x But lacking:
 - x Imagery could be updated
 - x IC Bus sales contact information
 - x CTAs for other product information/offerings



McCandless

- ✓ Easy to request a quote, view brochures, get in touch with the dealership
- x Lacking:
 - x CTAs for other product information/offerings



User Call-To-Action

Tier 2 Example

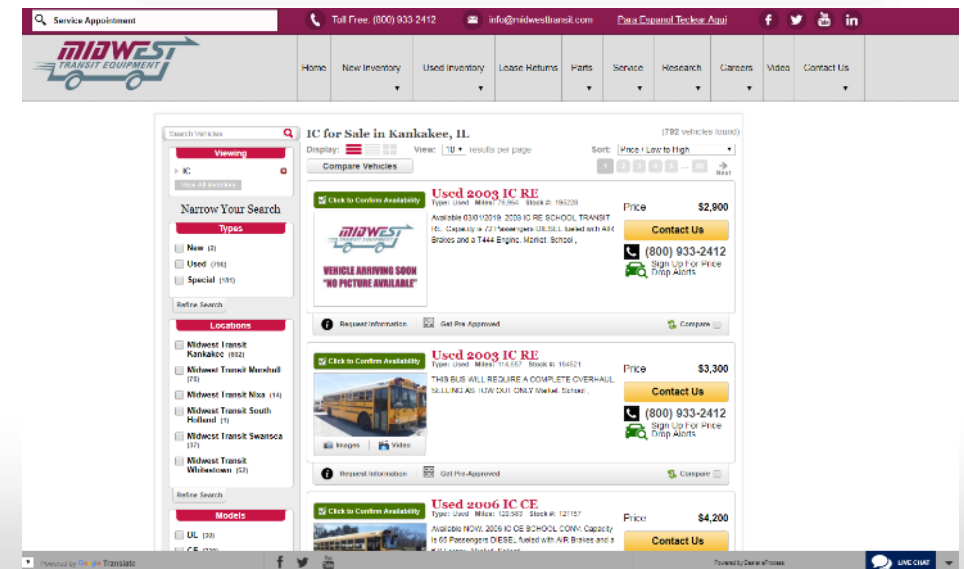
Wolffington

- ✓ Inventory and “leave a message” CTAs are easy to find
- ! Still room for improvement:
 - ! Not clear on where to access a brochure – have to click on bus
 - ! No other info on product
 - ! No information on sales team



Midwest

- ✓ Inventory page has clear call to actions
- ✓ Live chat function
- ! Still room for improvement:
 - ! No way to find information on new IC Buses
 - ! No brochures, spec sheets, or other collateral for users to download



User Call-To-Action

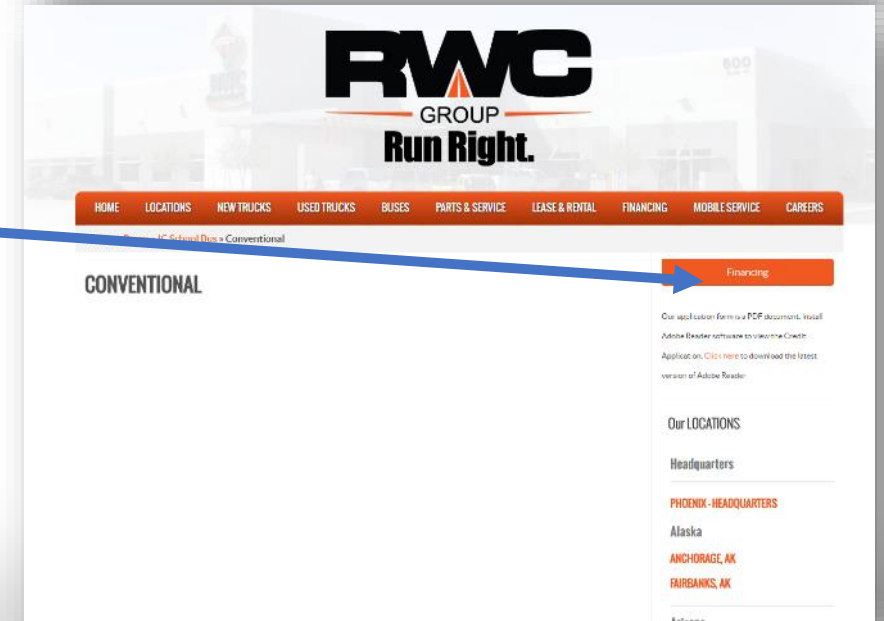
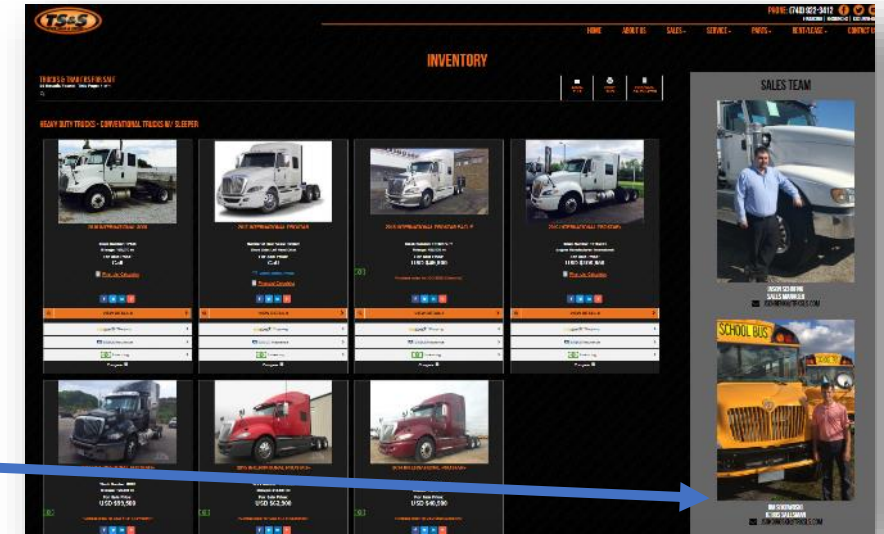
Tier 3 Example

Truck Sales & Service

- x Only CTA for IC Bus on the site
- x No other information available

RWC

- x Site doesn't load
- x Only CTA is financing related to truck



Navigational Structure

TIER 1

Website has:

- clear call-out to IC Bus products and technologies under tab(s) called:
- “BUS,” or “School Bus”
- “Commercial Bus” (if carried)

Dealers Rank Total: 16

TIER 2

Website:

- shows IC Bus products and technologies but it is not immediately clear where to find them

Dealers Rank Total: 10

TIER 3

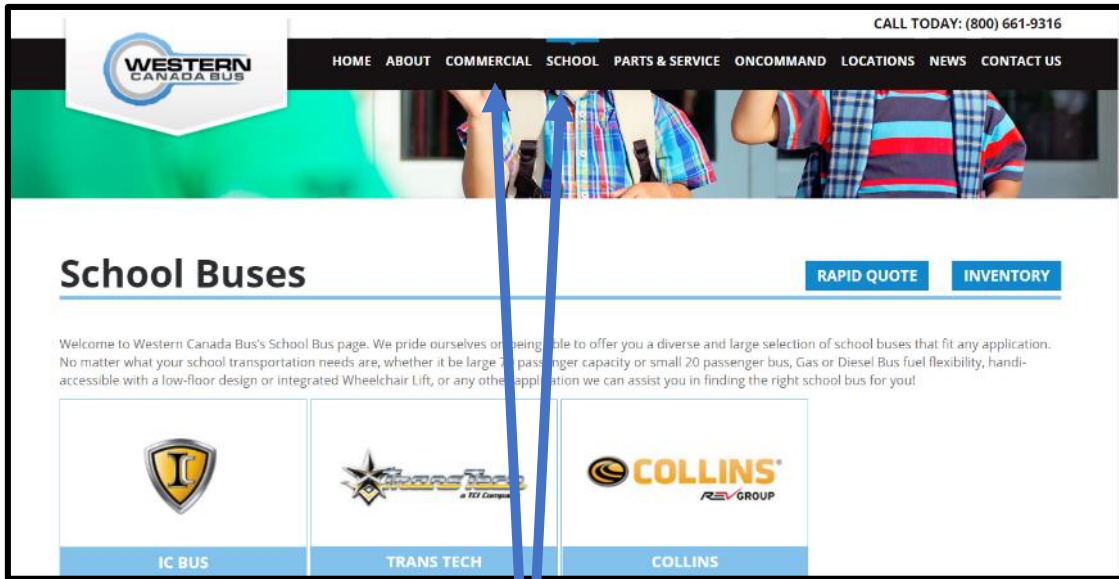
Website does not have:

- And easy way to locate IC Bus products and technologies

Dealers Rank Total: 11

Navigational Structure

Tier 1 Example




CALL TODAY: (800) 661-9316


HOME ABOUT COMMERCIAL SCHOOL PARTS & SERVICE ONCOMMAND LOCATIONS NEWS CONTACT US


School Buses

RAPID QUOTE INVENTORY

Welcome to Western Canada Bus's School Bus page. We pride ourselves on being able to offer you a diverse and large selection of school buses that fit any application. No matter what your school transportation needs are, whether it be large 75 passenger capacity or small 20 passenger bus, Gas or Diesel Bus fuel flexibility, handi-accessible with a low-floor design or integrated Wheelchair Lift, or any other application we can assist you in finding the right school bus for you!

 IC BUS

 TRANS TECH

 COLLINS



Creative Bus Sales THE NATION'S LARGEST BUS DEALER SINCE 1980. 888.633.8380

FIND LOCATION CONTACT US

VEHICLES INVENTORY STATE CONTRACTS FINANCING PARTS & SERVICE LOCATIONS ABOUT RESOURCES

New Buses
Used Buses
School Buses
Alternative Fuels

SCHOOL BUSES

BUSES FOR SALE • SCHOOL BUSES





English | Français Toll Free Ontario: 1.800.267.9240 Toll Free Quebec: 1.866.411.9114 Search

 **Leeds Transit**
Serving the bus industry since 1970

Sales, service and parts for new and used school buses and commercial buses in Ontario, Quebec & the maritime provinces.

Home School Buses Commercial Buses Parts & Service Financing Training Team About Warranty Contact

Welcome to **Leeds Transit**
Canada's leading distributor of school and Commercial Buses primarily serving Ontario, Quebec and the Maritimes.

Learn More



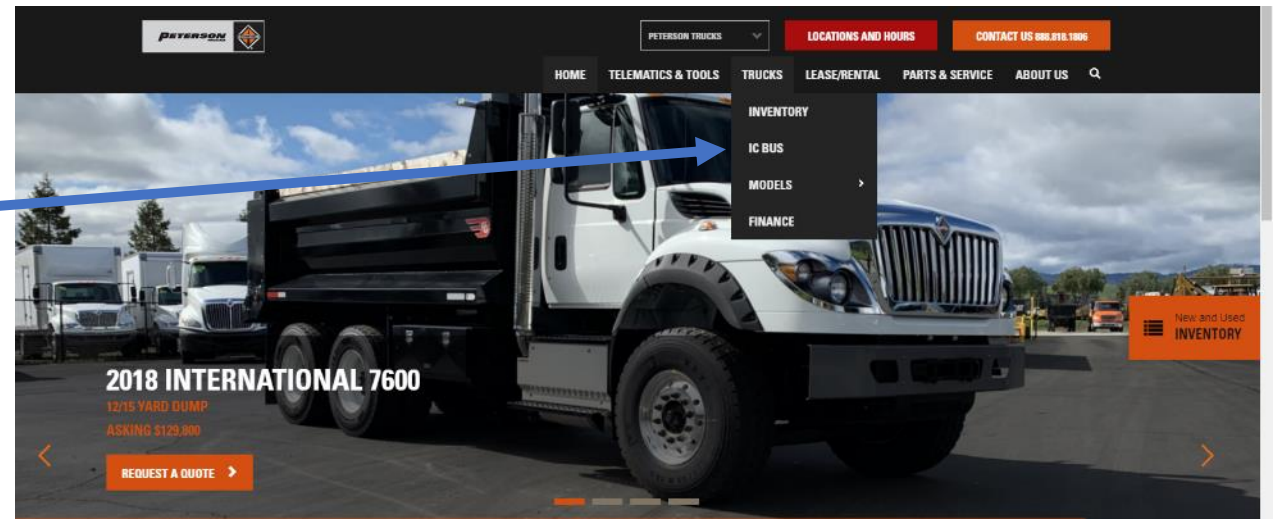
Navigational Structure

Tier 2 Example

! Main navigation includes prominent links for: BUS SALES, INVENTORY, PROPANE, IC CORP, TULSA and BROCHURES.

! Earns Tier 2 because navigation links are slightly misleading – depends on user

! IC Bus listed under trucks



PRODUCTS

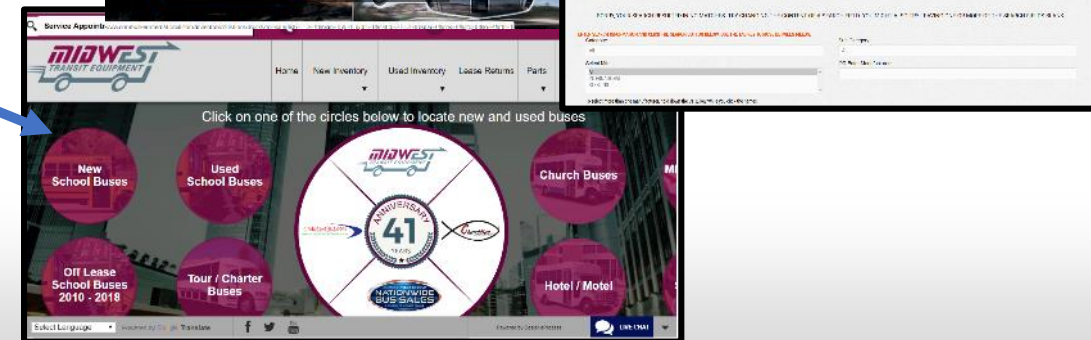
Navigational Structure

Tier 3 Example

x Site has no copy or content for IC Bus

x Buses found under inventory header

- x Clicking the link drives you to a page for truck sales
- x No IC Bus content on site



x Navigation seems to change from time to time – image on the left has no call-out for new school buses

x Have no idea what brand is being sold

IC Bus Badge Usage

TIER 1

Website has:

- IC Bus badge is incorporated into the site design or easy to locate throughout the site

Dealers Rank Total: 20

TIER 2

Website has:

- IC Bus badge is included but hard to find on the home page/throughout the website

Dealers Rank Total: 1

TIER 3

Website does not have:

- IC Bus badge is missing on the home page

Dealers Rank Total: 16

IC Bus Badge

Old Logo

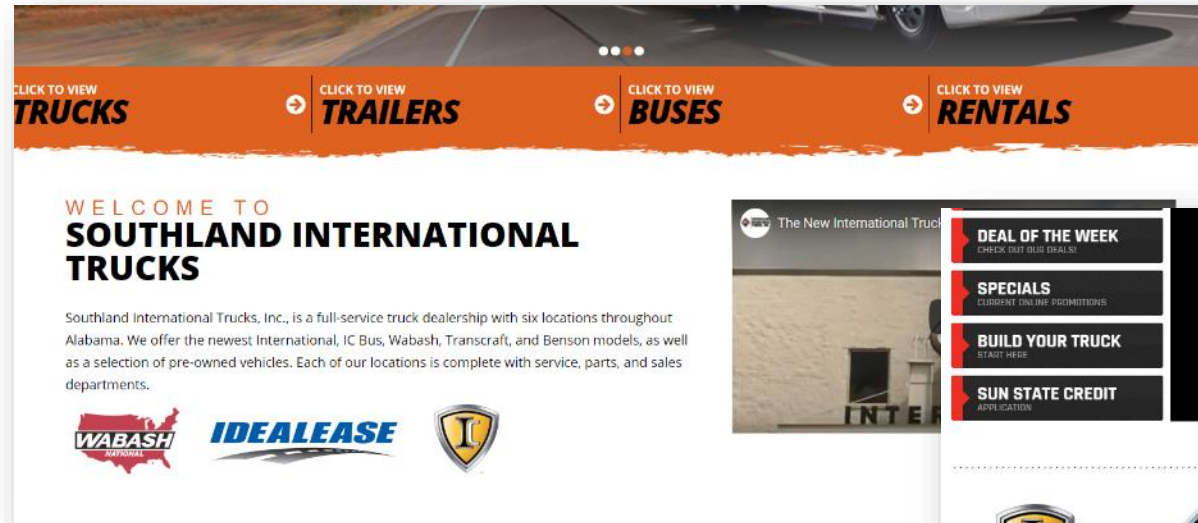


New Logo



IC Bus Badge Usage




Tier 1 Example

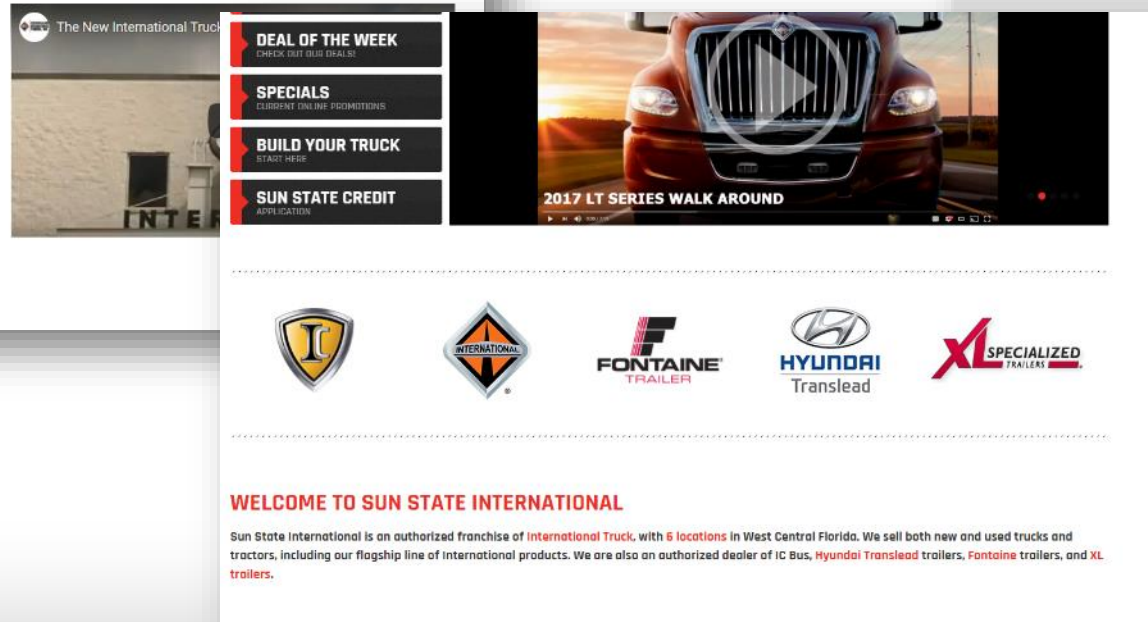


CLICK TO VIEW TRUCKS | CLICK TO VIEW TRAILERS | CLICK TO VIEW BUSES | CLICK TO VIEW RENTALS

WELCOME TO **SOUTHLAND INTERNATIONAL TRUCKS**

Southland International Trucks, Inc., is a full-service truck dealership with six locations throughout Alabama. We offer the newest International, IC Bus, Wabash, Transcraft, and Benson models, as well as a selection of pre-owned vehicles. Each of our locations is complete with service, parts, and sales departments.






  



The New International Truck

- DEAL OF THE WEEK
CHECK OUT OUR DEALS!
- SPECIALS
CURRENT ONLINE PROMOTIONS
- BUILD YOUR TRUCK
START HERE
- SUN STATE CREDIT
APPLICATION

2017 LT SERIES WALK AROUND

WELCOME TO **SUN STATE INTERNATIONAL**

Sun State International is an authorized franchise of **International Truck**, with **6 locations** in West Central Florida. We sell both new and used trucks and tractors, including our flagship line of International products. We are also an authorized dealer of IC Bus, **Hyundai Translead** trailers, **Fontaine** trailers, and **XL trailers**.



 **WOLFINGTON**
body company, inc. 

2017 IC BUS DEALER OF THE YEAR | Serving the Transportation Industry Since 1876

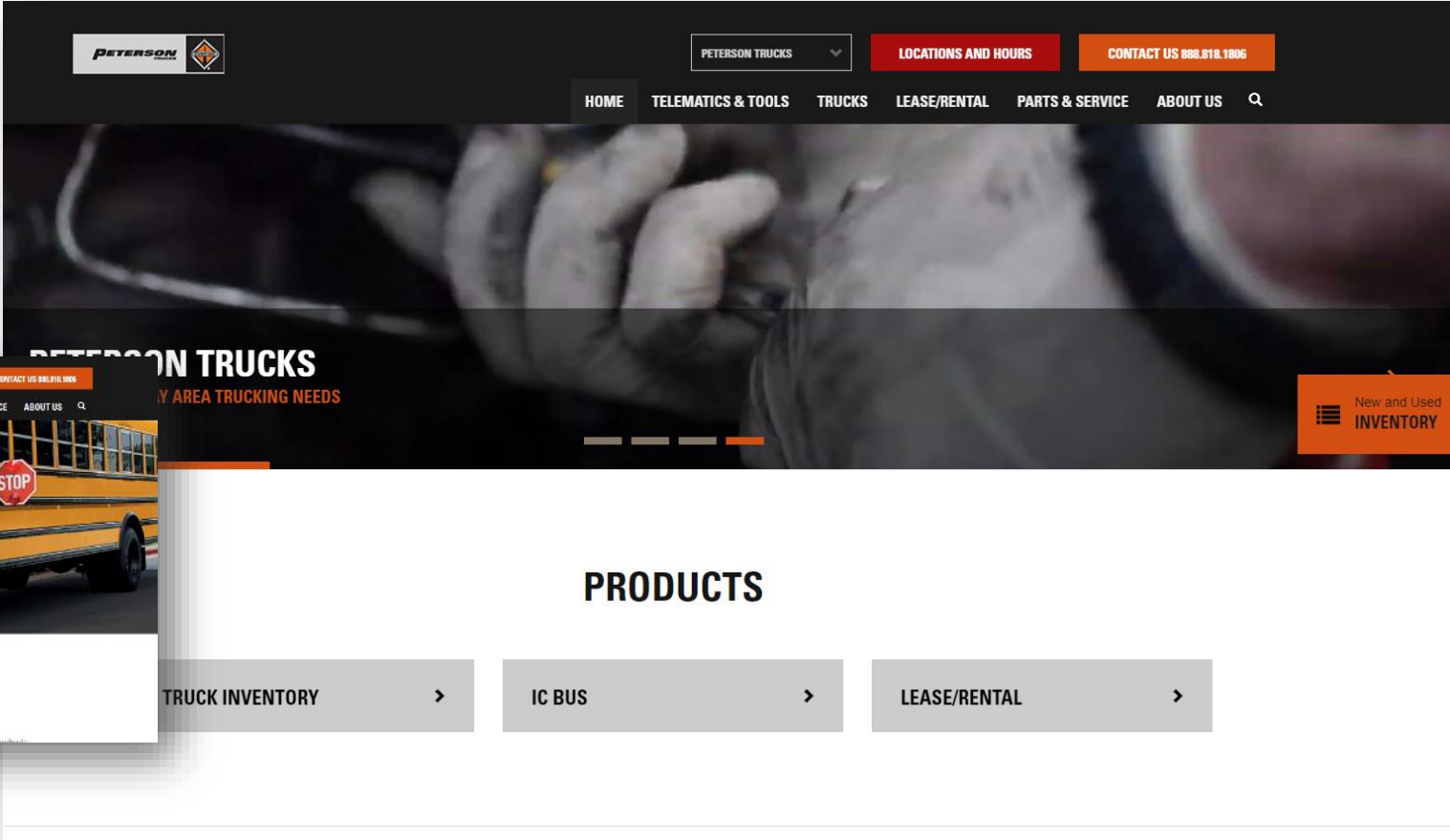
ABOUT | VEHICLES | SERVICE | PARTS | BODY SHOP | TRANSPORTATION | NEWS | CO-OPS | CAREERS | CONTACT

 **2017 IC BUS DEALER OF THE YEAR**

Commercial Buses | Transportation Services

IC Bus Badge Usage

Tier 2 Example



IC Bus Badge Usage

Tier 3 Example



Creative Bus Sales 100 AM LEON'S LARGEST BUYER'S SERVICE FLEET 888.633.8380

VEHICLES INVENTORY STATE CONTRACTS FINANCING PARTS & SERVICE LOCATIONS ABOUT RESOURCES

ZERO-EMISSIONS ELECTRIC BUSES

We're your leading source for sustainable transportation offering electric buses for all sectors.

EXPLORE

SEARCH FOR VEHICLES

NEW USED CAPACITY FUEL TYPE YEAR PRICE SEARCH

GET A PRICE QUOTE HERE

IF YOU KNOW WHAT TYPE OF VEHICLE YOU'RE INTERESTED IN, YOU CAN REQUEST A FREE PRICE QUOTE NOW!

GET STARTED

WHY BUY FROM CREATIVE BUS SALES



SUMMIT BUS LOCATIONS TRUCKS BUS PARTS SERVICE LEASERENTAL ABOUT BLOG/NEWS CONTACT

BUS

SHOP OUR BUS INVENTORY TODAY

WELCOME TO SUMMIT BUS

Summit Bus is the premier full-service bus distributor in the Northeast. Our fleet of 100+ vehicles spans 8 states and includes 1,000 employees. We offer a full line of school buses, tour buses, passenger buses, motorhome conversions, and commercial buses and vans. We are a full-service bus dealer for public and private schools, tour companies, charter companies, churches, and more. Our fleet includes the latest in school bus technology, including LED lighting, air conditioning, and more. Our fleet is also equipped with the latest in safety technology, including air bags, ABS, and more. Our fleet is also equipped with the latest in maintenance technology, including air conditioning, and more.

SCHOOL BUSES TOUR AND PASSENGER CHURCH BUSES



LEONARD Bus Sales Inc (800) 354-4504 (800) 461-3100 4 LEONARD WAY, DEPOSIT, NY 13754

HOME ABOUT SALES SERVICE/PARTS/TRAINING NEWS CAREERS CONTACT

NORWOOD-NORFOLK CENTRAL SCHOOL DISTRICT TRANSITIONING FROM DIESEL TO GASOLINE-POWERED BUSES: MOVE IMPROVES EFFICIENCY AND HELPS SCHOOL MORE EASILY MEET EPA STANDARDS

NORFOLK, NY—MEMBERS OF THE NORWOOD-NORFOLK CENTRAL SCHOOL DISTRICT WERE... [READ MORE](#)

AWARD-WINNING FLEET PROGRAM ONE-STOP-SHOP VEHICLE CARE MARKET-LEADING PRICING CLEAN-ENGINE SOLUTIONS COST-SAVING FLEET MANAGEMENT

FEATURED VIDEO LATEST NEWS

50th Anniversary - Leonard Bus Sales

IC BUS BECOMES FIRST TO MAKE ELECTRONIC STABILITY CONTROL AND COLLISION MITIGATION STANDARD ON SCHOOL BUSES. LEONARD BUS SALES MAKES IT EASY FOR SCHOOL TRANSPORTATION PARTNERS TO EVALUATE AND CHOOSE ADDITIONAL SAFETY SOLUTIONS

ABOUT US CONTACT INFORMATION LATEST NEWS SITE MAP

Leonard Bus Sales Inc is owned and operated by the Leonard family, a recognized leader in the distribution and support of quality, environmentally friendly school and commercial buses.

© 2019, Leonard Bus Sales, Inc. All rights reserved. Home About Sales Service / Parts / Training News Contact: CAP

Links to ICBus.com

TIER 1

Website has:

- Links to ICBus.com for more information where appropriate
- The IC Bus badge is linked to ICBus.com
- Product information pages include these links to ICBus.com for more information:
 - www.icbus.com/buses/school/ceseries
 - www.icbus.com/buses/school/reseries
 - www.icbus.com/buses/commercial/reseries (if carried)
 - www.icbus.com/buses/commercial/ceseries (if carried)

Dealers Rank Total: 0

TIER 2

Website has:

- Links to ICBus.com (likely under the IC Bus Badge) but missing links to product information pages for CE/RE Series, Commercial CE/RE Series

Dealers Rank Total: 12

TIER 3

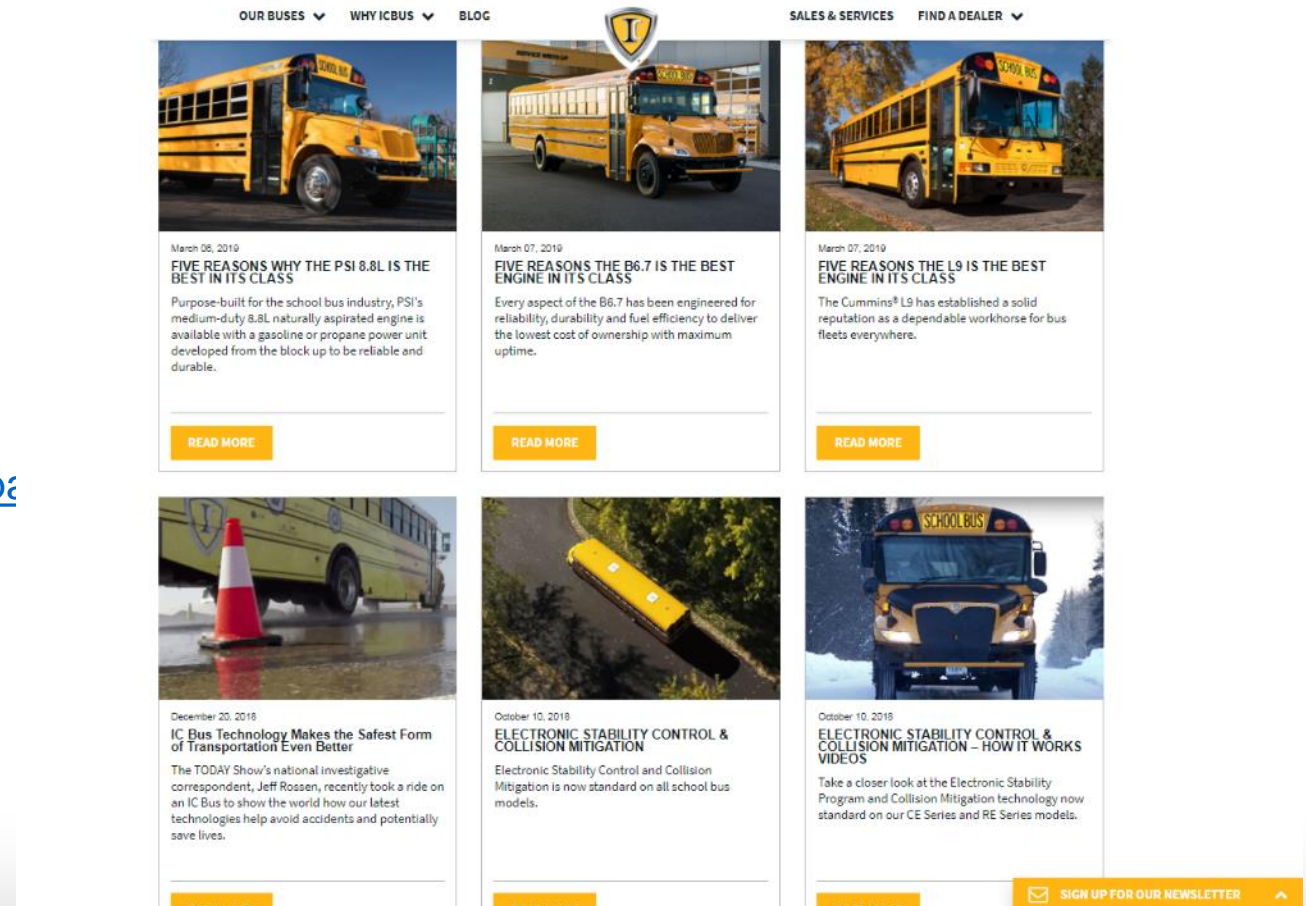
Website does not have:

- A link to ICBus.com

Dealers Rank Total: 25

Recommended Pages & Resources

- www.icbus.com/buses/school/ceseries
- www.icbus.com/buses/school/reseries
- www.icbus.com/buses/commercial/reseries
- www.icbus.com/buses/commercial/ceseries
- www.icbus.com/blog
- <https://www.icbus.com/why-icbus/engine-choice>
- <https://www.icbus.com/why-icbus/drivetrain-compa>
- <https://www.icbus.com/why-icbus/safety>
- <https://www.icbus.com/why-icbus/driverfirst>



The screenshot displays the ICBus.com website's blog section. At the top, there are navigation menus for "OUR BUSES", "WHY ICBUS", "BLOG", "SALES & SERVICES", and "FIND A DEALER". The main content area features a grid of six blog posts, each with a featured image, a date, a title, a short paragraph, and a "READ MORE" button. The posts are:

- Post 1:** March 06, 2010. Title: "FIVE REASONS WHY THE PSI 8.8L IS THE BEST IN ITS CLASS". Text: "Purpose-built for the school bus industry, PSI's medium-duty 8.8L naturally aspirated engine is available with a gasoline or propane power unit developed from the block up to be reliable and durable."
- Post 2:** March 07, 2010. Title: "FIVE REASONS THE B6.7 IS THE BEST ENGINE IN ITS CLASS". Text: "Every aspect of the B6.7 has been engineered for reliability, durability and fuel efficiency to deliver the lowest cost of ownership with maximum uptime."
- Post 3:** March 07, 2010. Title: "FIVE REASONS THE L9 IS THE BEST ENGINE IN ITS CLASS". Text: "The Cummins® L9 has established a solid reputation as a dependable workhorse for bus fleets everywhere."
- Post 4:** December 20, 2018. Title: "IC Bus Technology Makes the Safest Form of Transportation Even Better". Text: "The TODAY Show's national investigative correspondent, Jeff Rossen, recently took a ride on an IC Bus to show the world how our latest technologies help avoid accidents and potentially save lives."
- Post 5:** October 10, 2018. Title: "ELECTRONIC STABILITY CONTROL & COLLISION MITIGATION". Text: "Electronic Stability Control and Collision Mitigation is now standard on all school bus models."
- Post 6:** October 10, 2018. Title: "ELECTRONIC STABILITY CONTROL & COLLISION MITIGATION – HOW IT WORKS VIDEOS". Text: "Take a closer look at the Electronic Stability Program and Collision Mitigation technology now standard on our CE Series and RE Series models."

At the bottom right of the page, there is a "SIGN UP FOR OUR NEWSLETTER" button with an upward-pointing arrow.

Video Usage

TIER 1

Website has:

- Uses all three of these videos:
 - [ESC How it Works](#)
 - [Bendix Wingman Advanced – How it Works](#)
 - [Bendix Wingman Fusion – How it Works](#)
- Plus one or more of the following:
 - [Powered by Propane](#)
 - [Powered by Gasoline](#)
 - [RE Series](#)
 - [Driving the Industry Forward](#)
 - [Customer reaction to ESC-CM](#)
 - [TODAY Show](#)
 - [Connected Bus – A Day in the Life](#)
 - There are plenty of others that can be added, but these are some of the most recent.

Dealers Rank Total: 0

TIER 2

Website has:

- A few of the most recent videos from IC Bus, but is lacking overall.

Dealers Rank Total: 3

TIER 3

Website does not have:

- Any videos or is using videos from an outdated campaign (Are we there yet?)

Dealers Rank Total: 34
(28 use no IC video at all)

Links to Social

TIER 1

Website has:

- Link to Facebook page and Facebook page includes word “BUS” in page name

Dealers Rank Total: 7

TIER 2

Website has:

- Link to Facebook page but Facebook page does not include word “Bus” in page name

Dealers Rank Total: 20

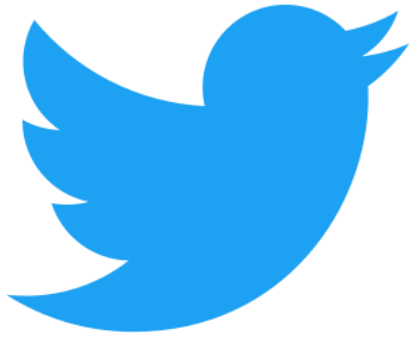
TIER 3

Website does not have:

- Link to Facebook
 - Possible it links to other social network sites

Dealers Rank Total: 10

Links to Social



Dealer Accounts: 18



Dealer Accounts: 17



Dealer Accounts: 12

Other Dealer Accounts:

- Instagram – 8
- Google+ - 3
- Pinterest – 1
- Yelp - 1

Mobile Friendly

TIER 1

Website is:

- Mobile friendly according to this resource:
 - <https://search.google.com/test/mobile-friendly>
 - Has 5 or less page loading issues

Dealers Rank Total: 16

TIER 2

Website is:

- Mobile friendly according to this resource:
 - <https://search.google.com/test/mobile-friendly>
 - Has more than 5 page loading issues

Dealers Rank Total: 15

TIER 3

Website is:

- Not mobile friendly according to this resource
 - <https://search.google.com/test/mobile-friendly>

Dealers Rank Total: 6

Mobile Friendly - Yes

McCandless Truck Center

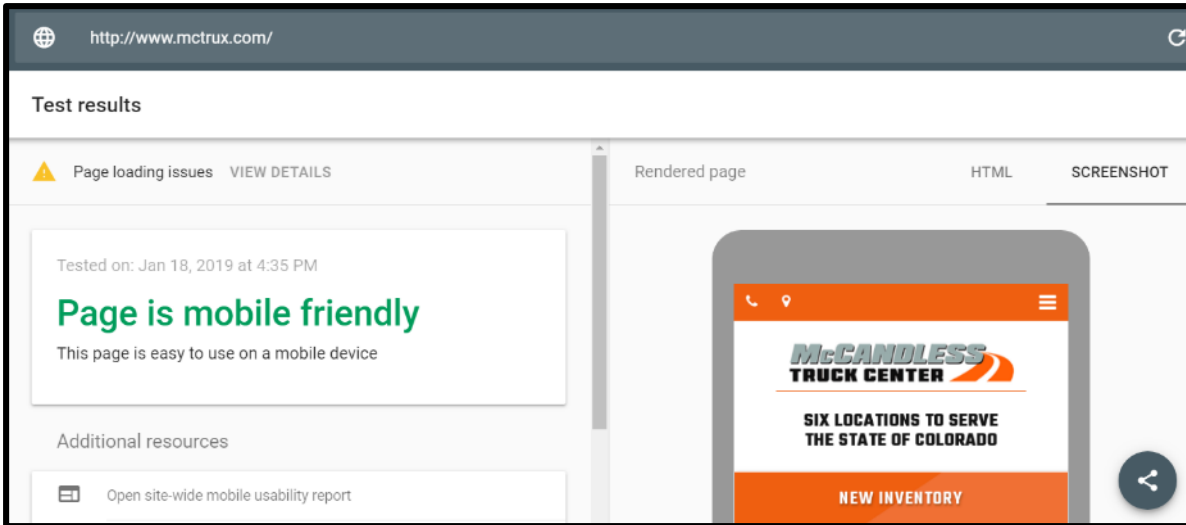
Website: www.mctrux.com

Mobile Friendly: Yes

Mobile Page Loading Issues: 4 page resources could not be loaded

For more information please visit: <https://bit.ly/2FAIKPi>

Tier 1



Creative Bus Sales

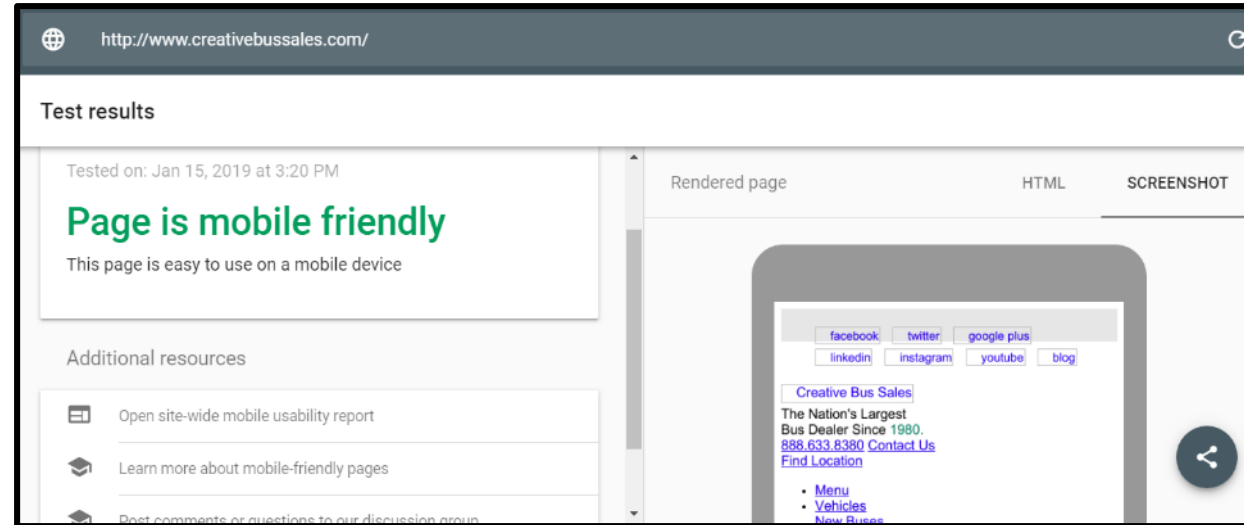
Website: www.creativebussales.com

Mobile Friendly: Yes

Mobile Page Loading Issues: 131 page resources could not be loaded

For more information please visit: <https://bit.ly/2RQko9V>

Tier 2



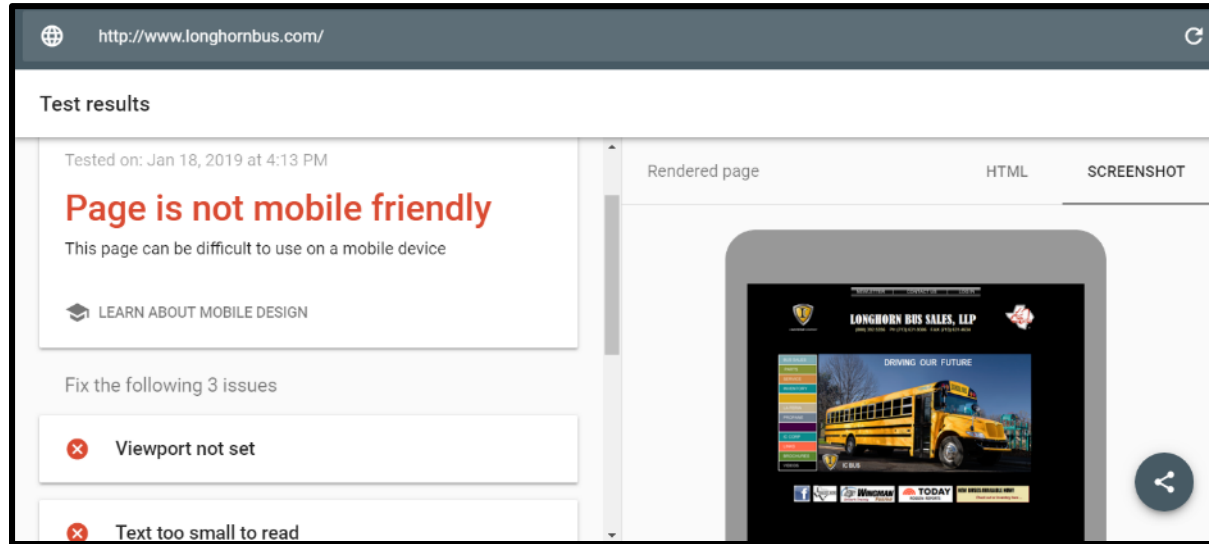
Mobile Friendly - No

Longhorn Bus Sales

Mobile Friendly: No

Mobile Page Loading Issues: 1 page resource could not be loaded

For more information please visit: <https://bit.ly/2W58U1>



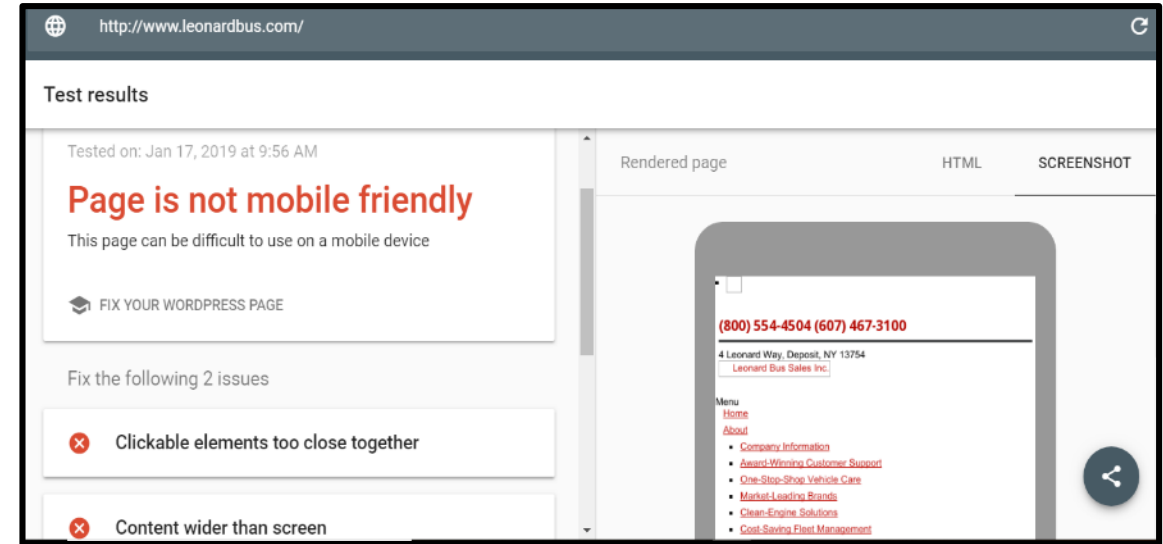
The screenshot shows the Google Lighthouse test results for the website <http://www.longhornbus.com/>. The test was conducted on Jan 18, 2019 at 4:13 PM. The overall result is "Page is not mobile friendly", with a sub-message: "This page can be difficult to use on a mobile device". A "Rendered page" preview shows a mobile view of the website with a yellow school bus. The test identifies three issues: "Viewport not set" and "Text too small to read". A "FIX YOUR WORDPRESS PAGE" button is visible. A "SCREENSHOT" tab is also present.

Leonard Bus Sales, Inc.

Mobile Friendly: No

Mobile Page Loading Issues: 28 page resources could not be loaded

For more information please visit: <https://bit.ly/2FHVtid>



The screenshot shows the Google Lighthouse test results for the website <http://www.leonardbus.com/>. The test was conducted on Jan 17, 2019 at 9:56 AM. The overall result is "Page is not mobile friendly", with a sub-message: "This page can be difficult to use on a mobile device". A "Rendered page" preview shows a mobile view of the website with a white background and red text. The test identifies two issues: "Clickable elements too close together" and "Content wider than screen". A "FIX YOUR WORDPRESS PAGE" button is visible. A "SCREENSHOT" tab is also present.

Google Address Listings (148 Locations)

TIER 1

- Location is listed on Google and includes all of the following:
 - Address
 - Contact phone
 - Hours of operation
 - Website address
 - Photo(s) of dealership.

Dealers Rank Total: 88

TIER 2

- Location is listed on Google but is missing one of the following points:
 - Address
 - Contact phone
 - Hours of operation
 - Website address
 - Photo(s) of dealership.

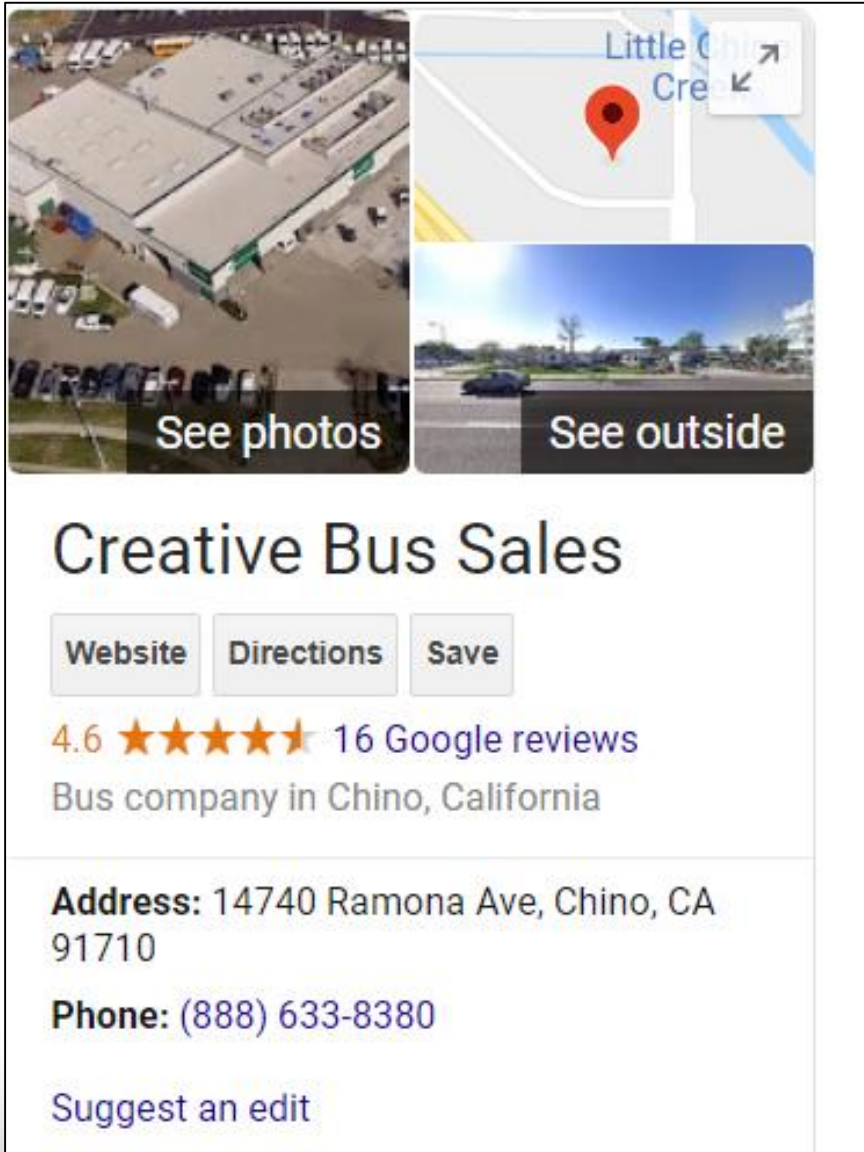
Dealers Rank Total: 39

TIER 3

- Location is not listed on Google

Dealers Rank Total: 21

Google Address Listings



The image shows a Google Business Listing for Creative Bus Sales. It features an aerial photo of the dealership building and a map showing the location in Chino, California. Below the photos are buttons for 'See photos' and 'See outside'. The listing title is 'Creative Bus Sales', followed by buttons for 'Website', 'Directions', and 'Save'. It has a 4.6 star rating from 16 Google reviews and is identified as a 'Bus company in Chino, California'. The address is 14740 Ramona Ave, Chino, CA 91710, and the phone number is (888) 633-8380. There is a 'Suggest an edit' link at the bottom.

See photos See outside

Creative Bus Sales

[Website](#) [Directions](#) [Save](#)

4.6 ★★★★★ 16 Google reviews
Bus company in Chino, California

Address: 14740 Ramona Ave, Chino, CA 91710

Phone: (888) 633-8380

[Suggest an edit](#)

Dealership Name: Creative Bus Sales Inc

Dealership Address: 14740 Ramona Ave Chino CA

(Tier 2) Location is listed on Google but is missing **hours open**

LISTED AS: BUS COMPANY

Overall Dealer Website Score

TIER 1



- x No dealer website has a Tier 1 average
- ! 6 Dealers have an average score under 2.0

TIER 2



- ! 2.26 - Average Dealer Website Score
 - ! 2.0 or lower – 13 Dealers
 - ! 2.01-2.49 – 12 Dealers
- ! Highest score
 - ! 1.75 - Leonard Bus, White's, Wolfington

TIER 3



- x Lowest Score
 - x 2.75 – Carolina International
- x 12 Dealers averaged a Tier 3 score
 - x 2.5-3.0

Order of Importance

1. Content

- a. Majority of the network is lacking correct or any of the relevant information related to IC Bus products & offerings
- b. Updating content should take care of video gap, links to ICBus.com, IC Bus badge usage
 - a. All dealers should re-assess IC Bus video usage and how to incorporate current and future content from ICBus.com
 - b. Look for ways to supplement content and brand from IC Bus into dealer websites (where IC Bus is the focus)

2. Navigational Structure/User Call-to-Actions

- a. Most dealers have the basics, but could re-evaluate how to capture site visitors

3. Mobile/Responsive

- a. Most sites are responsive, but need to address loading issues
- b. Need to address those that are not
 - a. Some sites appear to be very old – may need to consider a new platform

Targets

	Tier 1	Tier 2	Tier 3	Targets	Status
Content	8.11%	24.32%	67.57%	90% Tier 1 by September 1st	
User CTA	18.92%	54.05%	27.03%	0% Tier 3 by 10/31/19	
Navigational Structure	43.24%	37.04%	29.73%	75% Tier 1/0% Tier 3 by 10/31/19	
IC Badge Usage	54.05%	2.70%	43.24%	100% Tier 1 by 10/31/19	
Links to ICBus.com	0.00%	32.43%	67.57%	90% Tier 1 by September 1st	
Video Usage	0.00%	8.11%	91.89%	90% Tier 1 by September 1st	
Links to Social	18.92%	54.05%	27.03%	100% Tier 1 or 2 by September 1st	
Mobile/Responsive	43.24%	40.54%	16.22%	100% Responsive by 10/31/19	
Total Score	0.00%	67.57%	32.43%	0% Tier 3 dealers by 10/31/19	

Dealer Assessment

Rating

Dealership/Business Name	Content	User CT	Navigational Structure	IC Badge Usage	Links to ICBus.com	Video Usage	Links to Social	Mobile/Responsive	Total Score
Waters Truck & Tractor	2	2	1	1	2	3	2	2	1.88

Content

Tier 2 – Content could stand to be updated, but does include information on engines. Good link back to the IC Bus website. Spec sheets and collateral are out of date.

- Please review previous slides and appendix

Tier 2 – Has good CTAs in place, just needs a few updates.

- The prompt to download the RE school bus brochure incorrectly says:
 - Download the CE Series School Bus Spec Sheet and it links to an out-of-date brochure
- Commercial Sell Sheet – there is not currently a sell sheet for commercial products (other than the TC Chassis) that we recommend using. The one on your site has call-outs to MaxxFace and should be removed. We know there's a need for this collateral, but we do not have it available at the moment.

Review deck for best practices

Navigation

Waters International

Website: www.waterstruck.com

NAVIGATION - TIER 1

Navigation: BUSES > IC BUS - COMMERCIAL BUSES
-or- IC BUS - SCHOOL BUSES



WATERS

DIAMOND EDGE CERTIFIED

662-328-1575 COLUMBUS, MS
601-693-4807 MERIDIAN, MS

601-544-7481 HATTIESBURG, MS
601-445-8850 NATCHEZ, MS

662-255-6851 KOSCIUSKO, MS
662-328-1616 COLUMBUS, MS (TRUCK & TIRE)

Broken down? Need a Wrecker? Call 662-251-3905 (COLUMBUS) or 662-739-1520 (KOSCIUSKO)

INTERNATIONAL

IC

For Sale ▾ Departments ▾ International ▾ Buses ▾ Wreckers Trailers ▾ Truck Bodies ▾ About Us ▾

Collins Bus

IC Bus – Commercial Buses

IC Bus – School Buses

HUNT 4x4x4

ROTOBEC

Cummins

IC Bus Badge Usage

Tier 1 – IC Bus logo is used on the homepage and throughout the site. It just needs to be updated to the refreshed look.

Review deck for details

Links to ICBus.Com

(Tier 1) Website links back to ICBus.com under the CE & RE categories

Refer to previous slides for guidance, if needed

Video Usage

(Tier 3)-Website uses no IC Bus video

Review previous slides for recommendations.

Social Media

(Tier 2) Website includes link to Facebook page but Facebook page does not include word “BUS” in page name

Mobile Responsive

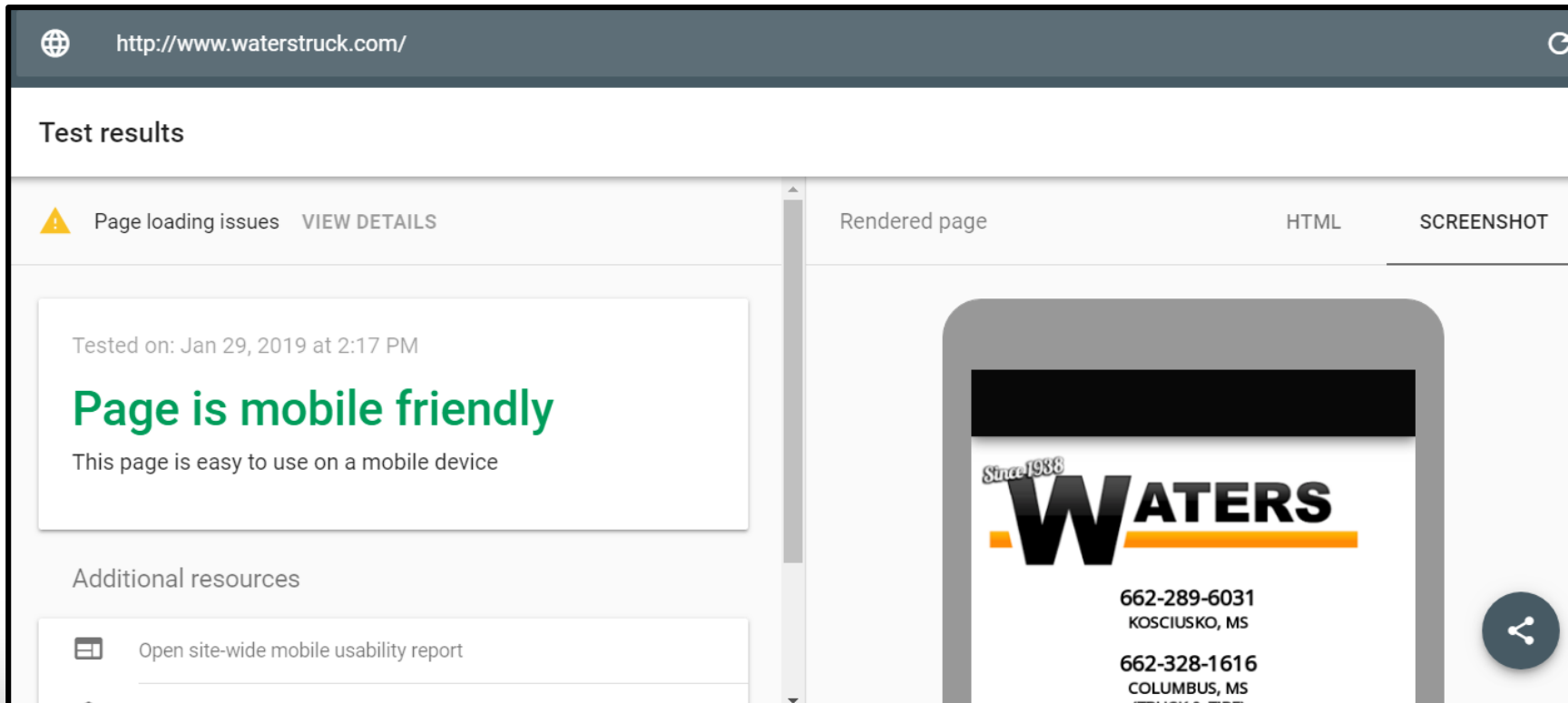
Waters International

Website: www.waterstruck.com

Mobile Friendly: Yes – Tier 2

Mobile Page Loading Issues: 24 page resources could not be loaded

For more information please visit: <http://bit.ly/2sRkobv>



The screenshot displays a mobile usability test report for the website <http://www.waterstruck.com/>. The report is titled "Test results" and includes a warning icon for "Page loading issues" with a "VIEW DETAILS" link. The test was conducted on Jan 29, 2019, at 2:17 PM. The main result is "Page is mobile friendly" in green text, with a sub-message: "This page is easy to use on a mobile device". Below this, there is a section for "Additional resources" with a link to "Open site-wide mobile usability report". On the right side, there are tabs for "Rendered page", "HTML", and "SCREENSHOT". The "Rendered page" tab is active, showing a mobile device view of the website. The website content includes the "WATERS" logo with "Since 1988" above it, and contact information for KOSCIUSKO, MS (662-289-6031) and COLUMBUS, MS (662-328-1616). A share icon is visible in the bottom right corner of the rendered page view.

Google Listings

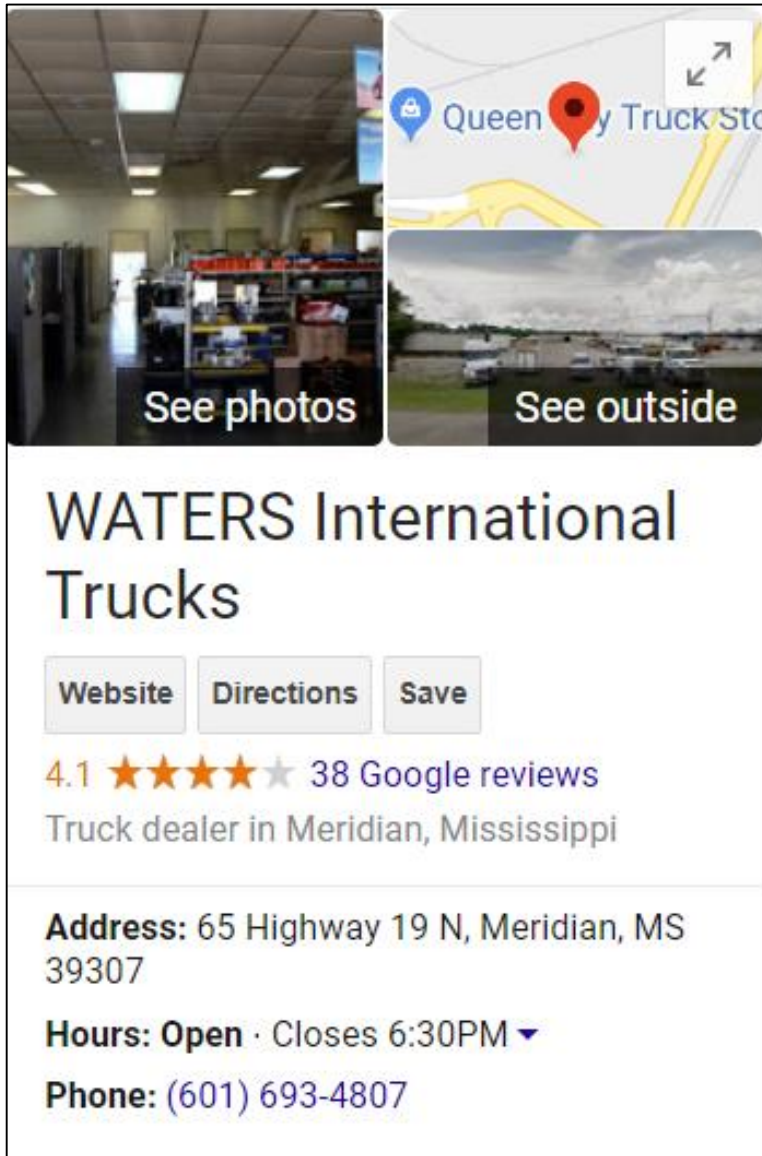
Google

Dealership Name: Waters International

Dealership Address: 65 Hwy. 19 N Meridian MS

(Tier 1) Location is listed on Google and includes all of the following: Address, hours open, phone, photo(s) of dealership.

LISTED AS: TRUCK DEALER



WATERS International Trucks

[Website](#) [Directions](#) [Save](#)

4.1 ★★★★★ 38 Google reviews
Truck dealer in Meridian, Mississippi

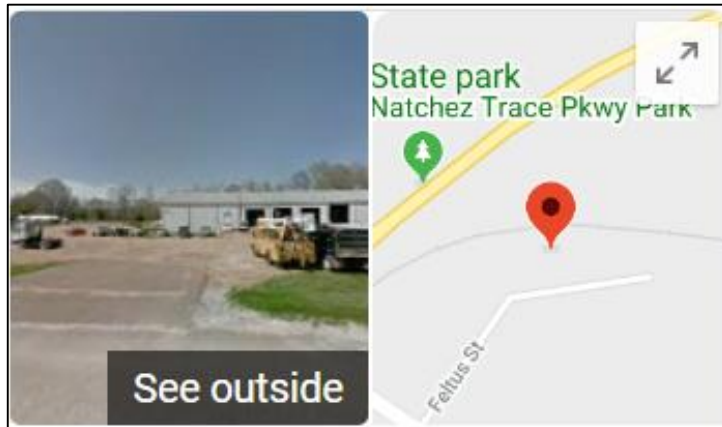
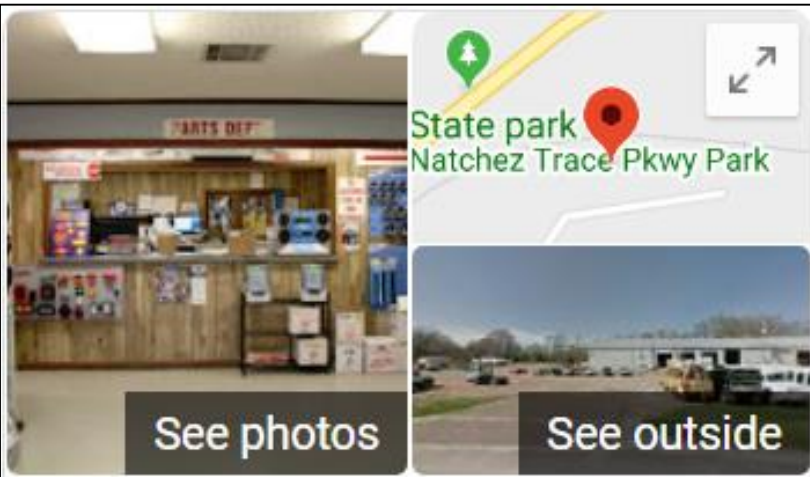
Address: 65 Highway 19 N, Meridian, MS 39307

Hours: Open · Closes 6:30PM ▾

Phone: (601) 693-4807

Hours: Thursday	7AM-6:30PM
Friday	7AM-6:30PM
Saturday	7:30AM-12PM
Sunday	Closed
Monday	7AM-6:30PM
Tuesday	7AM-6:30PM
Wednesday	7AM-6:30PM

Hours: Thursday	7AM-6:30PM
Friday	7AM-6:30PM
Saturday	7:30AM-12PM
Sunday	Closed
Monday	7AM-6:30PM
Tuesday	7AM-6:30PM
Wednesday	7AM-6:30PM



WATERS International Trucks

[Website](#) [Directions](#) [Save](#)

4.0 ★★★★★ 9 Google reviews

Truck dealer in Natchez, Mississippi

Address: 19 Feltus St, Natchez, MS 39120

Hours: Open · Closes 5PM ▾

Phone: (601) 445-8850

Hours: Thursday	7:30AM–5PM
Friday	7:30AM–5PM
Saturday	Closed
Sunday	Closed
Monday	7:30AM–5PM
Tuesday	7:30AM–5PM
Wednesday	7:30AM–5PM

W T

[Directions](#) [Save](#)

Truck dealer in Natchez, Mississippi

Address: 19 Feltus St, Natchez, MS 39120

Phone: (601) 445-8858

[Suggest an edit](#) · [Own this business?](#)

Add missing information

[Add business hours](#)

[Add website](#)

Dealership Name: Waters International

Dealership Address:
19 Feltus St. Natchez MS

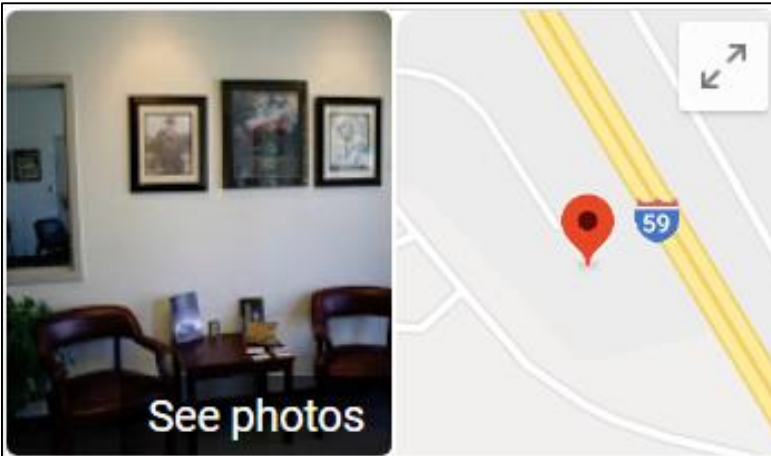
(Tier 1) Location is listed on Google and includes all of the following: Address, hours open, phone, photo(s) of dealership.

LISTED AS: TRUCK DEALER

(Tier 2) Location is listed on Google but is missing **hours open**

LISTED AS: TRUCK DEALER





See photos

WATERS International Trucks, Inc.

Website

Directions

Save

4.4 ★★★★★ 24 Google reviews

Truck dealer in Hattiesburg, Mississippi

Address: 80 S&K Dr, Hattiesburg, MS 39402

Hours: Open · Closes 5:30PM ▼

Phone: (601) 544-7401

Dealership Name: Waters International

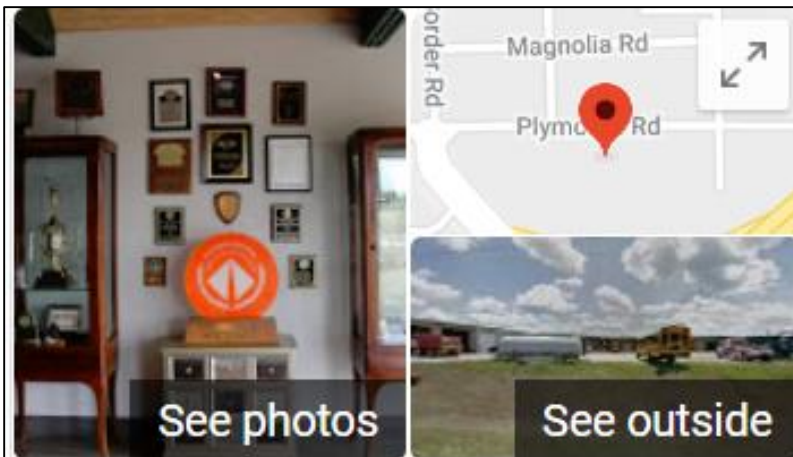
Dealership Address: 80 S & K Dr. Hattiesburg MS

(Tier 1) Location is listed on Google and includes all of the following: Address, hours open, phone, photo(s) of dealership.

LISTED AS: TRUCK DEALER

Hours: Thursday	7:30AM–5:30PM
Friday	7:30AM–5:30PM
Saturday	7:30AM–12PM
Sunday	Closed
Monday	7:30AM–5:30PM
Tuesday	7:30AM–5:30PM
Wednesday	7:30AM–5:30PM





Waters Truck and Tractor Co., Inc.

Website

Directions

Save

4.5 ★★★★★ 30 Google reviews

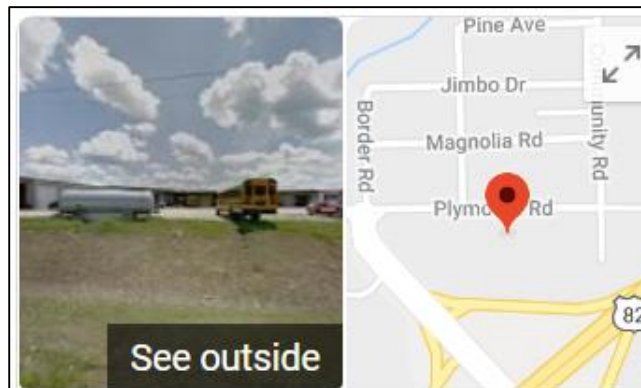
Truck dealer in Columbus, Mississippi

Address: 96 E Plymouth Rd, Columbus, MS 39705

Hours: Open · Closes 6:30PM

Phone: (662) 328-1575

Hours: Thursday	7:30AM–6:30PM
Friday	7:30AM–6:30PM
Saturday	7:30AM–3:30PM
Sunday	Closed
Monday	7:30AM–6:30PM
Tuesday	7:30AM–6:30PM
Wednesday	7:30AM–6:30PM



Waters Towing & Wreck Recovery

Website

Directions

Save

4.3 ★★★★★ 3 Google reviews

Auto wrecker in Columbus, Mississippi

Address: 96 E Plymouth Rd, Columbus, MS 39705

Phone: (662) 251-3905

[Suggest an edit](#) · [Own this business?](#)

[Add missing information](#)

[Add business hours](#)

Dealership Name: Waters International

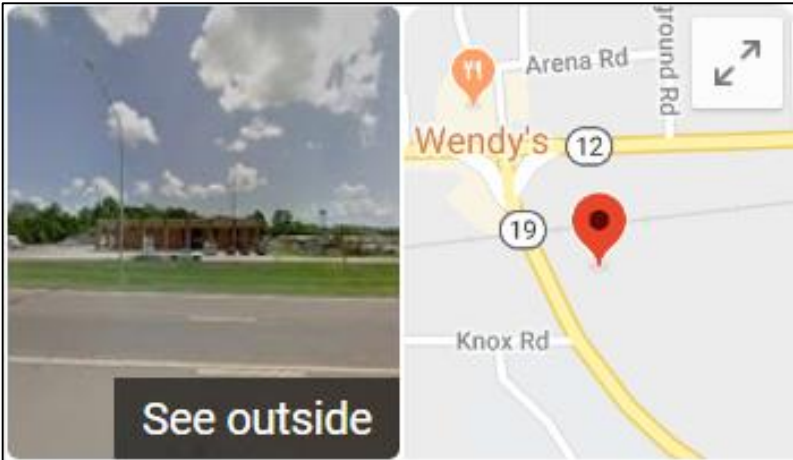
Dealership Address: 96 E. Plymouth Rd. Columbus MS

(Tier 1) Location is listed on Google and includes all of the following: Address, hours open, phone, photo(s) of dealership.

LISTED AS: TRUCK DEALER

(Tier 2) Location is listed on Google but is missing hours open

LISTED AS: AUTO WRECKER



Waters Truck & Tractor Co., Inc.

Website

Directions

Save

3.7 ★★★★★ 6 Google reviews

Truck dealer in Kosciusko, Mississippi

Address: 20 Veterans Memorial Dr,
Kosciusko, MS 39090

Hours: Open · Closes 5PM ▾

Phone: (662) 289-6031

Dealership Name: Waters International

Dealership Address: 20 Veterans Memorial Drive Kosciusko MS

(Tier 1) Location is listed on Google and includes all of the following: Address, hours open, phone, photo(s) of dealership.

LISTED AS: TRUCK DEALER

Hours: Thursday	7AM-5PM
Friday	7AM-5PM
Saturday	Closed
Sunday	Closed
Monday	7AM-5PM
Tuesday	7AM-5PM
Wednesday	7AM-5PM



APPENDIX

Content Copy & CTA

- The following slides are recommendations of content you can incorporate into your dealership's website
- Use best judgement for what makes sense in your market
- Product specifications are also good to add – you can find those in brochures or on ICBus.com



CE & RE Series Product Pages

- Your CE & RE Series pages should be where users can find the majority of the information your promoting.
 - Basic specs
 - Key features
 - Engine Offering
 - Technology/Key Components Available
- Make sure to add CTAs throughout
 - Brochure/Spec Sheet Downloads
 - Testimonials
 - Newsletter sign-up (if your dealership has one)
 - Contact us or specific person
 - Link to video – could have YouTube video open in a new tab and play automatically or you could embed the video into your website

CE Series

CE Series

You need buses that reach their destinations with ironclad predictability. The CE Series was engineered from the tires up to withstand the rigors of daily use and get your passengers there on time, every time. Power your ride with diesel, propane, or gasoline engines and access tools and resources to operate as efficiently as possible—all with a line of buses that are fun to drive.

Key Features

- Leave No Student Behind® rear safety feature: standard
- 16-gauge steel body and 100% steel rub rail for added durability: standard
- Evenly spaced entry steps—the widest in the industry
- LCD on-board diagnostics with fault code reporting for easy maintenance
- Three-piece flat, roped-in windshield and stationary glass for easy replacement
- Electric passenger door with standard electric vandal lock on entrance door
- Interchangeable BTI seating with precision, die-formed seat base and seat back
- Wide-opening, easy-tilt three-piece fiberglass hood for improved access
- Specifications
- Engine Choice

Specifications

Found at the following link:

<https://www.icbus.com/buses/school/ceseries>

Other sections to consider

Engine Offering

IC Bus offers three engines in the CE Series. Click on the below links to learn more:

CE Series Diesel – Powered by the Cummins® B6.7 (content on later slides)

CE Series Gasoline – Powered by the PSI 8.8L (content on later slides)

CE Series Propane – Powered by the PSI 8.8L (content on later slides)

Safety & Technology

Getting your passengers from point A to point B, safely and on schedule—that’s our job. It’s why we apply the highest standards into every product design. With new technology like electronic stability control and collision mitigation now standard on all IC Buses, our manufacturing process ensures we’re building the best buses on the road.

Click on the below links to learn more

- Electronic Stability Control (content on later slides)
- Collision Mitigation (content on later slides)
- IC Bus Full-View Camera Technology by Rosco (content on later slides)
- [Visit ICBus.com for more information on safety features](#)

Possible Call-to-Actions:

- Download the brochure: Available on the MRC - Products > IC Bus-School > CE > Literature
- Download the sell sheet: Available on the MRC - Products > IC Bus-School > CE > Literature
- Contact us for more information – email fill-out form
- Newsletter sign-up form

RE Series

RE Series

Durability, serviceability, and maximum uptime. The RE Series is built with the driver in mind to get your passengers there on time, every time. Step through the widest entry door in the industry and into an interior designed for the safety and comfort of up to 90 passengers plus all their backpacks and gear. With optimum safety features, connected technology, and a top-of-the-line Cummins® L9 engine, it's a bus that drivers love to drive, with easy access that lets mechanics get right to work.

Key Features

- Leave No Student Behind® rear safety feature: optional
- 16-gauge steel body and 100% steel rub rail for added durability: standard
- Evenly spaced entry steps—the widest in the industry
- 21,000 lb International Ride-Optimized Air Suspension: standard (higher ratings available)
- Visual and audible low fuel, oil, voltage, coolant, and high-temperature alarms
- Three-piece flat, roped-in windshield and stationary glass for easy replacement
- Electric passenger door with standard electric vandal lock on entrance door
- Interchangeable BTI seating with precision, die-formed seat base and seat back

Specifications

Found at the following link:

<https://www.icbus.com/buses/school/reseries>

Other sections to consider

Engine Offering

IC Bus offers the Cummins® L9 with up to 300 hp and 860 lb-ft of torque in the RE Series. Click on the below link to learn more:

[RE Series Diesel – Powered by the Cummins® I9 \(content on later slides\)](#)

Safety & Technology

Getting your passengers from point A to point B, safely and on schedule—that's our job. It's why we apply the highest standards into every product design. With new technology like electronic stability control and collision mitigation now standard on all IC Buses, our manufacturing process ensures we're building the best buses on the road.

Click on the below links to learn more

- [Electronic Stability Control \(content on later slides\)](#)
- [Collision Mitigation \(Bendix Wingman Advanced only for RE Series\) \(content on later slides\)](#)
- [IC Bus Full-View Camera Technology by Rosco \(content on later slides\)](#)
- [Visit ICBus.com for more information on safety features](#)

Possible Call-to-Actions:

- [Download the brochure: Available on the MRC - Products > IC Bus-School > RE > Literature](#)
- [Download the sell sheet: Available on the MRC - Products > IC Bus-School > RE > Literature](#)
- [Contact us for more information – email fill-out form](#)
- [Newsletter sign-up form](#)

Electronic Stability Control

IC Bus Electronic Stability Control

Designed to work with vehicle sensors to anticipate and adapt to loss-of-control and rollover events, our electronic stability control system monitors the status of the chassis through a wide variety of road conditions such as wet-, snow-, and ice-covered surfaces. The system quickly and automatically intervenes to assist the driver if the vehicle is reaching a critical stability threshold and can selectively apply vehicle brakes as well as de-throttle the engine.

Possible Call-to-Actions:

- Watch the video: [ESC How it Works](#) (available on the MRC - Products > IC Bus - School > [Bendix ESC and CM](#) > Videos)
- Watch the video: [Customer Testimonial](#)
- Watch the video: [TODAY Show](#)
- Want a tool that helps drivers learn how this technology work? Watch this video: [IC Bus ESC, Collision Mitigation Driver Training w/Bendix Wingman Advanced](#)
- Want a tool that helps drivers learn how this technology work? Watch this video: [IC Bus ESC, Collision Mitigation Driver Training w/Bendix Wingman Fusion](#)
- Contact us for more information – email fill-out form
- Download Information Sheet – IC Bus Bendix ESP Sell Sheet
 - Available on the MRC - Products > IC Bus - School > [Bendix ESC and CM](#) > Literature

Other Resources

- <https://www.icbus.com/blog/esc-and-cm>
- <https://www.icbus.com/blog/today-show-features-esc-and-cm>
- <https://www.icbus.com/blog/esc-and-cm-how-it-works>

Collision Mitigation Technology – Standard on CE & RE Series Models

IC Bus is the only OEM to offer collision mitigation technology with active as well as passive safety features, reflecting the most robust collision mitigation offering in the industry.

Bendix® Wingman® Advanced™ Collision Mitigation – Standard*

Designed to reduce the likelihood and severity of rear-end accidents, the Bendix® Wingman® Advanced™ system utilizes radar to identify metallic objects up to 500 feet in front of the vehicle through most bad weather. In addition to providing automatic driver alerts, the technology includes adaptive cruise control, automatic braking and basic telematics data support.

*Air brake applications

Possible Call-to-Actions:

- Watch the video: [Bendix Wingman Advanced – How it Works](#) (available on the MRC - Products > IC Bus - School > [Bendix ESC and CM](#) > Videos)
- Watch the video: [Customer Testimonial](#)
- Watch the video: [TODAY Show](#)
- Want a tool that helps drivers learn how this technology work? Watch this video: [IC Bus ESC, Collision Mitigation Driver Training w/Bendix Wingman Advanced](#)
- Contact us for more information – email fill-out form
- Download Information Sheet – IC Bus Wingman Advanced
 - Available on the MRC - Products > IC Bus - School > [Bendix ESC and CM](#) > Literature

Other Resources

- <https://www.icbus.com/blog/esc-and-cm>
- <https://www.icbus.com/blog/today-show-features-esc-and-cm>
- <https://www.icbus.com/blog/esc-and-cm-how-it-works>

Collision Mitigation Technology – Standard on CE Series Model

IC Bus is the only OEM to offer collision mitigation technology with active as well as passive safety features, reflecting the most robust collision mitigation offering in the industry.

Bendix® Wingman® Fusion™ Collision Mitigation – Available on CE Series*

In addition to all the benefits of the Bendix® Wingman® Advanced™ system, the Bendix® Wingman® Fusion™ system employs an enhanced camera technology that's integrated with radar that includes lane departure warnings, speeding alerts and automatic braking when stationary vehicles are detected in the vehicle's path. The system also prioritizes alerts to mitigate driver distraction when multiple alerts would occur simultaneously.

*Air brake applications

Possible Call-to-Actions:

- Watch the video: [Bendix Wingman Fusion – How it Works](#) (available on the MRC - Products > IC Bus - School > [Bendix ESC and CM](#) > Videos)
- Watch the video: [Customer Testimonial](#)
- Watch the video: [TODAY Show](#)
- Want a tool that helps drivers learn how this technology work? Watch this video: [IC Bus ESC, Collision Mitigation Driver Training w/Bendix Wingman Fusion](#)
- Contact us for more information – email fill-out form
- Download Information Sheet – IC Bus Wingman Fusion Brochure or IC Bus Wingman Fusion Sell Sheet
 - Available on the MRC - Products > IC Bus - School > [Bendix ESC and CM](#) > Literature

Other Resources

- <https://www.icbus.com/blog/esc-and-cm>
- <https://www.icbus.com/blog/today-show-features-esc-and-cm>
- <https://www.icbus.com/blog/esc-and-cm-how-it-works>

IC Bus Engine Offering – Power of Choice

Whether diesel, propane, or gas, long-range trips or short local drives, we have the power to meet your needs today and are pioneering the engines of tomorrow. With an attention to detail and focus on your fleet, we keep you on the road and moving forward. The CE Series offers three strong options: the PSI 8.8L Propane, the PSI 8.8L Gasoline and the Cummins® B6.7, and we offer the Cummins® L9 in the RE Series. No matter which engine suits your needs, you can be sure that rock-solid durability comes standard.

Possible Call-to-Actions:

- Download Information Sheet - Cummins B6.7 – Five Reasons the B6.7 is best-in-class (MRC - Literature > IC Bus - School > Competitive Comparisons)
 - <https://www.icbus.com/-/media/icbus/blog/engine-spec-comparisons/icbusb67vsdd5comparisonfinalrev1114.pdf>
- Download Information Sheet – PSI 8.8L Gasoline or Propane Engine – Five Reasons the PSI 8.8L is best-in-class (MRC - Literature > IC Bus - School > Competitive Comparisons)
 - <https://www.icbus.com/-/media/icbus/blog/engine-spec-comparisons/ic-bus-psi-vs-bluebird-sellsheet-final.pdf>
- Download Information Sheet - Cummins L9 – Five Reasons the L9 is best-in-class (MRC - Literature > IC Bus - School > Competitive Comparisons)
 - <https://www.icbus.com/-/media/icbus/blog/engine-spec-comparisons/ic-bus-l9-vs-dd8-comparison-r4.pdf>
- Contact us for more information – email fill-out form

Other Resources:

<https://www.icbus.com/why-icbus/drivetrain-comparison>

https://www.icbus.com/blog/b6_7

https://www.icbus.com/blog/8_8l

<https://www.icbus.com/blog/l9>

PSI 8.8L Gasoline or Propane Engine

Purpose-built for the school bus industry, PSI's medium-duty 8.8L naturally aspirated engine is available with a gasoline or propane power unit developed from the block up to be reliable and durable.

PSI 8.8L V8 Gasoline

Based on feedback from our customers, we set out to develop a gasoline powered, commercial-grade V8 engine purpose-built for school buses that features similar power and performance to diesel. This means immediate acceleration from a complete stop and greater hill climbing capability. In other words: a no compromise solution for school districts everywhere.

PSI 8.8L V8 Propane

PSI's high-performance V8 can handle the rigors of on-road duty delivering a clean-technology solution without sacrificing power or performance. Superior engine performance is driven by an ECU that integrates and coordinates all critical functions including governor, variable ignition timing, air/fuel ratio control, knock suppression and engine protection.

Possible Call-to-Actions:

- Watch the videos:
 - [Powered by Propane](#)
 - [Powered by Gasoline](#)
- Download Information Sheet – PSI 8.8L Gasoline or Propane Engine – Five Reasons the PSI 8.8L is best-in-class (MRC - Literature > IC Bus - School > Competitive Comparisons)
 - <https://www.icbus.com/-/media/icbus/blog/engine-spec-comparisons/ic-bus-psi-vs-bluebird-sellsheet-final.pdf>
- Contact us for more information – email fill-out form

Other Resources:

https://www.icbus.com/blog/8_8l

<https://www.icbus.com/why-icbus/engine-choice>

<https://www.icbus.com/why-icbus/drivetrain-comparison>

Content Copy & CTAs

Cummins® B6.7 Diesel Engine

Every aspect of the B6.7 has been engineered for reliability, durability and fuel efficiency to deliver the lowest cost of ownership with maximum uptime.

Key Highlights

- Variable Geometry Turbocharger (VGT) delivers superior performance under all operating conditions
- Electronic controls provide enhanced thermal management of the aftertreatment system (eliminates need for variable valve timing)
- 2017 single module has up to 70% reduction in space claim and up to 30% reduction in weight when compared to the 2009-2016 switchback system
- Largest network of trained and certified technicians in the world
- Well established distribution centers ensure parts are widely stocked for best-in-class availability
- Available with an Eaton or Allison Transmission

Possible Call-to-Actions:

- Watch the video: [IC Bus Driving Our Future](#)
- Watch the Video: [IC Bus – Driving Technology for Transportation Directors](#)
- Watch the video: [IC Bus – Driving Technology for Students](#)
- Watch the video: [IC Bus – Driving Technology for Drivers](#)
- Download Information Sheet - Cummins B6.7 – Five Reasons the B6.7 is best-in-class (MRC - Literature > IC Bus - School > Competitive Comparisons)
 - <https://www.icbus.com/-/media/icbus/blog/engine-spec-comparisons/icbusb67vsdd5comparisonfinalrev1114.pdf>
- Contact us for more information – email fill-out form

Other Resources:

https://www.icbus.com/blog/b6_7

<https://www.icbus.com/why-icbus/engine-choice>

<https://www.icbus.com/why-icbus/drivetrain-comparison>

Content Copy & CTAs

Cummins® L9 Diesel Engine

The RE Series is available with three versions of the all-new Cummins L9. This inline-6 diesel workhorse comes from a legacy of over 27 years and 5-million engines. This proven performer also delivers the best power-to-weight ratio in its class.

Key Highlights

- With up to 300 hp and 860 lb-ft in the RE Series, the L9 offers the best u power-to-weight ratio in its class
- Replaceable cylinder liners for easier rebuilding
- Compact Single Module™ aftertreatment system with exceptional thermal efficiency
- Cummins Fleetguard® filters provide up to 10 times better protection than conventional fuel filters
- Largest, most capable support network in North America

Possible Call-to-Actions:

- Watch the video: [RE Series](#)
- Watch the Video: [IC Bus – Driving Technology for Transportation Directors](#)
- Watch the video: [IC Bus – Driving Technology for Students](#)
- Watch the video: [IC Bus – Driving Technology for Drivers](#)
- Download Information Sheet - Cummins L9 – Five Reasons the L9 is best-in-class (MRC - Literature > IC Bus - School > Competitive Comparisons)
 - <https://www.icbus.com/-/media/icbus/blog/engine-spec-comparisons/ic-bus-l9-vs-dd8-comparison-r4.pdf>
- Contact us for more information – email fill-out form

Other Resources:

<https://www.icbus.com/blog/l9>

<https://www.icbus.com/why-icbus/engine-choice>

<https://www.icbus.com/why-icbus/drivetrain-comparison>

IC Bus Full-View Camera Technology™ by Rosco

It's an industry first, specifically designed for school buses. IC Bus Full-View Camera Technology™ by Rosco, combined with side mirrors, gives drivers a full view around the bus so they can focus on driving while keeping kids safe. Delivering greater confidence during maneuvers and operational tasks, the technology helps to avoid information overload while providing drivers with greater peace of mind.

Possible Call-to-Actions:

- Download the sell sheet: Available on the MRC: Literature > IC Bus - School > Spec Cards/Sell Sheets