

# KOBUSSEN BUSES LTD.

*“Family Pride In Every Ride”*

**for immediate release**

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**PARENTS, DO YOU KNOW WHERE YOUR KIDS ARE?  
KOBUSSEN DOES**

*Kaukauna-Based Bus Company Receives New GPS System*

Kaukauna, Wis. – Kobussen Buses Ltd. has installed state-of-the-art global positioning systems in 10 of its Kaukauna School District buses as part of a test program, meaning improved passenger safety for students and improved peace of mind for parents.

“We just wanted to take advantage of this technology and use it in conjunction with our current operations which already are designed to make passenger safety a priority,” said Dan Kobussen, company spokesman. “The GPS equipment will definitely boost our efforts to ensure the safety of our young passengers and there is the potential to expand this technology into our other school districts.”

The 68-year-old transportation company offers a number of transportation services, including motorcoach travel, student bus travel, and special needs travel. The company can accommodate groups of one to 10,000 using vans, school buses, mini coaches, and luxury motorcoaches.

The AWARE Vehicle Intelligence system, developed by International Truck and Engine Corp., uses GPS technology to help dispatchers better track Kobussen buses as they perform their routes. The system helps monitor a number of normal bus operations, including battery voltage, vehicle idle and operation time, fuel level, and brake depression counts. The system can even determine the number of times a bus activates its warning lights and stop sign.

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“This can be helpful in determining when a bus was at a particular stop or if the bus stopped at all,” Kobussen said. “It’s just another useful tool in communicating exactly where the buses are at any given period in time.”

Information from the GPS system goes a long way in easing concerns parents may have regarding their children’s safety, especially given the technology’s potential future uses, Kobussen said.

“In the future we may broadcast bus route information in real time over the Internet so parents can see exactly where our buses are and when the bus will arrive at their home,” he said. “Currently, we can use this information to reaffirm the routing information we already have.”

The system is a welcome addition, Kobussen said. “All in all, it’s another helpful tool to be used to study and analyze our operations.”

The company boasts an excellent safety record. Kobussen’s school buses and motorcoaches have safety features that exceed state and federal requirements, and the company’s strict safety programs and policies keep drivers constantly aware of new laws and safety concerns.

The company, founded in 1938 by Elwood (Goldie) Kobussen, a dairy farmer and trucker by trade, employs about 400 people.

For more information about Kobussen Buses Ltd., visit [www.kobussen.com](http://www.kobussen.com).

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