



HOGLUND BUS CO., INC.

823 South 19th Avenue Marshalltown, IA 50158
Phone: 641-752-4733 Toll Free: 1-877-752-4733 Fax: 641-752-4547
Online: www.hoglundbus.com

Quarter 1, 2007

DIAMOND COACH BUSINESS PRACTICE

In this quarter's issue we would like to share with you the business practice that Diamond Coach applies to every vehicle they make. Because of practices such as this we are pleased to represent the Diamond Coach product line at Hoglund Bus.



The Diamond Coach Leadership Team unveiled a new decision-making process to facilitate choices faced every day. This tool is to encourage employees to explore options and to expedite the production flow by handling day-to-day issues on their own.

All Diamond team members can ask the following when faced with a question:

**EFFICIENCY—Is this the most efficient way to handle the situation?
(Productive without waste.)**

**SAFETY—Is it the safest option for us as producers and for the customers as end users?
(Causing no injury, hurt or loss.)**

**PRECISION—Are we implementing the proper procedure and does it meet the
established standards?**

(Strictly conforming to a standard, pattern or process.)

**PRIDE—Can we look at the end result and be proud?
(Elation arising from a job well done.)**

By practicing this method, we offer you, the customer, safe transportation that consistently meets or exceeds vehicle modification standards. We pledge to continuously strive for a better product—comfortable and attractive—that you can be as proud to drive as we are to provide.

Call your sales representative to learn more about the Diamond Coach products at 1-877-752-4733!

Don't Forget! - Wheelchair Lifts Available

Hoglund Bus Co. is an authorized dealer for both RICON and BRAUN wheelchair lifts. We are available to sell and install lifts in your fleet vehicles. Contact us today for more information. Call our service department at 641-752-4732 or 1-877-752-4732 to set up an appointment.



Hoglund Bus Company - The Transportation Specialists

Hoglund Bus Co., Inc.
823 South 19th Avenue
Marshalltown, IA 50158

RETURN SERVICE REQUESTED

Visit us online at
www.hoglundbus.com

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US POSTAGE
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PERMIT #1316

CHECK OUT OUR NEW & IMPROVED WEBSITE!

Hoglund Bus Co. has improved and expanded our website with many new features and we want you to check it out. Log onto our new website www.hoglundbus.com and take our website quiz. Send back your answers and be entered in the drawing for a Diamond Coach Jacket.

Please fax quiz responses to: 641-752-4547.

1. What link connects you to our quarterly commercial flyers?

- a. Parts b. Leasing & Financing c. News & Events d. Commercial Bus

2. Our new website provides bus, truck, and commercial bus inventories for your convenience?

- True False

3. What was our cover story in our 2nd Quarter, 2006 issue?

- a. IC enters Commercial Bus Market b. Get Your Bus Ready for Summer
c. Product Spotlight d. Unable to answer-don't have Adobe Acrobat

4. Hoglund Bus is a member of the IPTA (Iowa Public Transit Association)?

- True False

Call the Bus Transportation Specialists for all of your bussing needs!

Hoglund Bus Company 1-877-752-4733