

IC BUS HONORS EIGHT NORTH AMERICAN DEALERS WITH 2017 INDUSTRY AWARDS

Dealers Win the Pursuit of Excellence Award and the Diamond Dealer Award



LISLE, Ill. – January 5, 2018 – IC Bus today announced the seven winners of its annual Pursuit of Excellence dealership award and the winner of the 2017 Diamond Dealer award. In partnership with dealers throughout the United States and Canada, these industry awards pay tribute to companies who demonstrate excellence in improving sales, market share and customer satisfaction.

“Each year, IC Bus has the honor of learning how dealers across the country are elevating the bus industry and creating value for our customers,” said Trish Reed, vice president & general manager, IC Bus. “The companies receiving these awards are world class dealerships that are experiencing growth, investing in their community, and developing strong partnerships with their customers.”

This year’s Pursuit of Excellence winners are Wolfington Body Company, Inc.

in Exton, Pa.; Leonard Bus Sales, Inc. in Deposit, N.Y.; Longhorn Bus Sales, L.L.C. in Houston, Tex.; Southland International Trucks, Inc. in Birmingham, Ala.; Ward International Trucks, Inc. in Mobile, Ala.; Summit Truck Group in Albuquerque, N.M.; and, Midwest Transit Equipment in Kankakee, Ill. Midwest Transit Equipment is receiving the honor for the sixth consecutive year.

The Pursuit of Excellence awards are based on dealer performance in several key areas in 2017, including growing market share and exceeding annual sales plans. In addition, dealers were required to meet community service requirements to be eligible to receive recognition.

“IC Bus leads the school bus industry with excellent products and the strongest dealer network,” said Reed. “On behalf of everyone at IC Bus, I congratulate our top performers of 2017.”

IC Bus also recognized Mid-State Truck Service, Inc. in Marshfield, Wis. as this year’s Diamond Dealer award winner. Mid-State Truck Service, Inc. has been an authorized International dealer since 1965. This award is given to dealers that have secured a majority of the market share within a specific sales territory and who exceed annual sales goals.

To learn more about IC Bus products, visit a local dealer or online at:
www.icbus.com.

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