

IC Bus Announces Inaugural Walk-Around Competition Winner

Joel Landry of Western Canada Bus Receives Top Honors at STN Expo

LISLE, Ill., Aug. 6, 2018 /[PRNewswire](#)/ -- IC Bus, the leading school bus manufacturer and subsidiary of Navistar, today announced Joel Landry of Western Canada Bus as the grand champion of the inaugural 2018 IC Bus® Walk-Around Competition. Landry was one of six IC Bus dealer salespeople who had been named regional winners. The six received an all-expense paid trip to attend STN Expo in Reno, Nevada, where they were required to demonstrate their walk-around skills in front of a live panel of experts.

"The walk-around process is an essential selling skill and when executed at a high level, allows you to truly differentiate yourself and the IC Bus product," said Trish Reed, vice president and general manager, IC Bus. "The competition was designed to give every dealer sales professional the opportunity to demonstrate their skills in the technical and creative presentation of the CE Series product."

To participate in the competition, each sales professional had to submit a personal video conducting a 10-minute walk-around of the CE Series, focusing on the bus's product features, advantages and benefits, as well as value-added items as provided by the dealer.

While only one champion was crowned, IC Bus also recognized Ashley Hailston from Cumberland International as the People's Choice Award winner—voted on by IC Bus and International® Truck dealers and Navistar employees—citing her professionalism and flow of information. IC Bus would like to congratulate all the regional winners and their respective dealerships:

Ashley Hailston – Cumberland International (Southeast)

Jason Hohalek – Creative Bus Sales (West)

Joel Landry – Western Canada Bus (Canada)

Chris Lawrence – Leonard Bus Sales (Northeast)

Ken Pearce – Midwest Transit (Midwest)

Danny Thede – Hoglund Bus Sales (Central)

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