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Long Beach Transit First in Nation with “New Flyer” Modern Design to Hybrid Electric Gasoline Buses

25 New Hybrid Buses in Service Starting Monday, April 27

LONG BEACH, CALIF.

(April 23, 2009) –

Today at 10am, from the busy Downtown Long Beach Transit Mall, Long Beach Transit (LBT) officials revealed brand new brightly-colored, modern-style buses, scheduled to be in service throughout their 98-mile service area,



Photo by Evan Kelly

Pictured from left to right: LBT Board Member Terry Fiskin, Mayor Bob Foster, LBT President & CEO Larry Jackson. starting Monday, April 27, 2009. In addition to local media representatives, in attendance were LBT Board Chair, Renee Simon; LBT Board Member Terry Fiskin; Mayor Bob Foster; LBT President & CEO Larry Jackson; LBT COO Guy Heston and Long Beach Transit staff.

The addition of these newly designed hybrid buses bring Long Beach Transit's 40-foot hybrid fleet total to 87 buses, for a nearly 50% hybrid 40-foot fleet. These buses are quieter and no measureable particulate matter is emitted. Hybrid is the cleanest technology available, with the least emissions of any 40 foot coach available on the market.

“Long Beach Transit is the first in the nation to introduce these new modern style buses into service. These buses offer our customers and our community, public transportation with a beautiful design of which they can be proud,” said President & CEO Larry Jackson.

The exterior design, conceptualized by Long Beach advertising agency, Nostrum, Inc., www.nostruminc.com, took inspiration from the popular Passport shuttles, and extended that design to influence the red and gold theme onto these new buses. The new exterior rounded frame design mirrors more modern European style transit buses. The new “rideHybrid” logo communicates to customers and

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the public that Long Beach Transit is a clean running Hybrid fleet. The exterior wave design symbolizes the beach city and creates a look of free-flowing movement while the bus travels along the road. The interior of the bus is outfitted with a new seat fabric design and colorful flooring and side panels.

The hybrid technology manufacturer, I.S.E. Corporation, www.isecorp.com, (San Diego, CA), provided the same quality hybrid-electric drive systems found in Long Beach Transit’s current buses. These buses were assembled in Crookston, Minnesota by manufacturer New Flyer Industries, www.newflyer.com, who gave the buses a new exterior frame design.

About Long Beach Transit

Long Beach Transit serves over 28 million annual boarding customers in Long Beach, Lakewood and Signal Hill—as well as portions of Artesia, Bellflower, Carson, Cerritos, Compton, Hawaiian Gardens, Norwalk, Paramount and Seal Beach—with regular bus and shuttle services including the Passport, AquaBus, and AquaLink. For more information visit www.lbtransit.com.

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