



MEDIA ALERT

For immediate release: November 28, 2011

PSTA Hybrid Bus Success Highlighted in International Video!



Who: Pinellas Suncoast Transit Authority

What: Outstanding hybrid fuel economy to be focus of video promotion

Why: To promote Allison Transmission's diesel electric hybrid technology

Where: Video will be taken throughout Pinellas County and used worldwide by Allison Transmission

When: Shooting takes place from Tuesday, November 29, 2011 through December 1, 2011

A production crew from Carmel, Indiana will be criss-crossing Pinellas County this week while shooting a video featuring PSTA's diesel electric hybrid buses. "The fuel economy on our hybrids has been consistently 26-40% better than the standard diesel buses. When the manufacturer of the bus transmissions found out, they asked if they could feature our buses in a promotional video," says PSTA CEO Brad Miller. "Of course we're always eager to be featured as a transit success story."

The video crew is scheduled to begin taping PSTA buses and staff Tuesday, November 29, 2011 and is expected to wrap up the shoot by the end of the week. Once finished, the video will be used worldwide by Allison Transmission to promote the company's diesel electric transmissions, which are the heart of the hybrid bus technology.

Currently, PSTA has a fleet of 191 buses, 24 of which are hybrids. Another eight are on order with delivery expected late summer or early fall. The fuel efficiency of the hybrids varies with the routes the buses run. Lower speed, frequent stop routes get the highest mileage, because they maximize the use of electric power cells rather than using diesel fuel.

When the PSTA Board of Directors authorized the agency's first purchase of hybrid buses in 2008, Board Members were told to expect a fuel efficiency increase of approximately 20% over standard diesel buses. Since the agency was using about 2.1 million gallons of fuel a year and prices were going through the roof, it was a logical decision. Now, three years and 24 hybrid buses later, that decision has paid off.

"Not only are the diesel electric buses cutting fuel costs, but they reduce emissions by 90% or better over standard diesel models, so they benefit our bottom line, the environment *and* our community," says Miller.

For additional information or interviews, please contact:

Bob Lasher
Manager of Community Relations
blasher@psta.net
(727) 540-1874 Office
(727) 580-7135 Cell

#

The Pinellas Suncoast Transit Authority is the public transit provider for Pinellas County carrying more than 13.1 million riders a year. PSTA operates nearly 40 bus and trolley routes with a fleet of 191 vehicles. To learn more about the services offered by PSTA, or for schedule and fare information, passengers are invited to call the PSTA InfoLine at (727) 540-1900, or visit www.PSTA.net. PSTA is an equal opportunity employer.