



Greyhound Overview

Greyhound's iconic brand and unique national network is synonymous with affordable long distance travel in North America.



4,000

Serves 4,000 destinations in 48 US States and across Canada



90% of users would recommend our BoltBus service



Greyhound employs 6,500 across North America



A fleet of approximately 1,600 vehicles

Greyhound is the only national operator of scheduled intercity coach services in the US and Canada.

After celebrating our centenary in 2014, Greyhound is transforming the business into a customer-centric, IT-enabled enterprise, with real-time pricing and yield management and the latest customer relationship management capabilities.

Our direct, point-to-point services, such as Greyhound Express, which now serves 1,000 city pairs in more than 135 markets across North America, are broadening the range of customers using intercity coach services. We also operate BoltBus in the US Northeast, Pacific Northwest and California. These premium brands are encouraging a new, younger, passenger demographic and helping to spur the renaissance in intercity coach travel. Passengers also feed into these point-to-point services from right across our unique nationwide network.

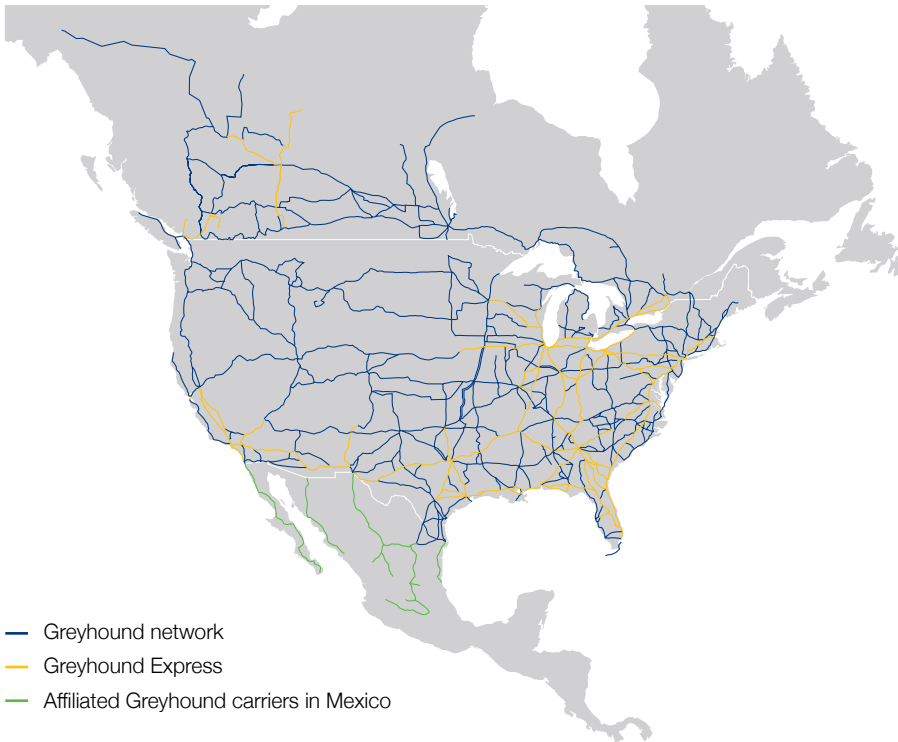
Enhancing the service for customers

User experience is at the heart of Greyhound's new digital presence. We have overhauled the booking system, based on customer insight and rigorous testing and can now deploy airline style yield management and real time pricing throughout the network. The result is a streamlined online booking process, higher travel frequency amongst existing passengers and attracting new customers.

The majority of our customers now buy tickets online or via our new smartphone apps, and our fleet offers modern buses with amenities such as free Wi-Fi, guaranteed seating and better legroom than the low-cost airlines. In addition, we continue to promote our point-to-point Greyhound Express and BoltBus brands, which offer higher density timetables between popular city pair destinations.

By marrying the latest customer technology to our national network, we are ensuring Greyhound remains an American icon for its second century.

Where we operate



- Greyhound network
- Greyhound Express
- Affiliated Greyhound carriers in Mexico

Improving the passenger experience

Greyhound continues to invest in its fleet and have modernised all of our buses in our traditional network to be equipped with free Wi-Fi, power outlets, leather seats, extra legroom and guaranteed seating. This follows on the success we saw in our point-to-point brands.

We are also investing in ticketing and customer relationship systems in our traditional Greyhound network nationwide, including real-time pricing to enhance the customer experience.

Greyhound has received plaudits for its BusTracker website and app which allows customers to pinpoint the location of their bus and provide real-time information about whether their bus is early, on time or delayed.

During their journey our customers have told us that they prefer information delivered through a variety of mediums and we are addressing this by introducing digital signage in terminals and live text message notifications and updates.

We have high levels of passenger satisfaction across our Greyhound brands. The percentage of people that would recommend our services across the three Greyhound brands is 64% for Greyhound; 82% for Greyhound Express; and 90% for BoltBus.

Connecting communities

Greyhound has responded to local markets and expanded its services in Louisiana, Maine, Illinois, Texas and Florida.

These additional services enable us to increase travel options for customers and connects residents in rural communities to major cities.

Greyhound expands to Mexico

Greyhound recently reached a historical milestone as it launched services in Mexico. In doing so, Greyhound becomes the first US based intercity bus company to operate domestic service within Mexico.

Greyhound operates more than 23 departures per day, connecting Monterrey to Nuevo Laredo and major hubs in Texas. The Mexican coach market offers significant opportunities for future growth

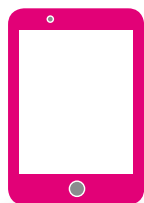
Transformed web and smartphone experiences

Greyhound has launched a newly redesigned website that completely reinvents the way customers plan and book bus travel. Featuring a fresh, modern design, simple navigation and rich content, the site was built from the ground up to help our customers find the best fares, book more easily, and check out travel tips and suggestions for their next trip.

We have also completely redesigned our mobile app. Both the new app and website allow users to easily and conveniently search schedules, book trips, find terminal locations, access an updated loyalty scheme and track the real-time location of their bus.



Our sales channels our built to work best on mobiles, and then adapted for desktop use



Our award winning blog, The Hound, helps attract passengers and stimulate conversation with our customer community



We were the first international coach operator to launch domestic services in Mexico.



Free Wi-Fi is standard on all Greyhound services



1,000

Greyhound Express serves more than 1,000 city pairs in more than 135 markets