



March 14, 2017

DEALER MEMO
NO 17-21

MEMO TO: Blue Bird Dealers
FROM: Trey Jenkins, VP Customer Service & Alternative Fuels
SUBJECT: Customer Satisfaction Initiative - 6.8L Engine (Gen3) Product Upgrade Program

Blue Bird is committed to providing best in class solutions to our customers, which means we are always looking for ways to make our products better and to increase customer satisfaction. As part of this commitment, Blue Bird will be updating all Gen III Propane buses with some components from our new, most advanced Gen IV Propane product which will provide customers with the absolute finest and most durable product in the market. This process is not unlike the regular software updates you receive to upgrade your phone's operating system, except in this case it is a hardware upgrade!

To ensure this is handled efficiently and effectively for you and your customers, we are working with several well respected entities to provide the labor resources. We will be contacting each dealer to discuss these engine updates and will be communicating with each of you concerning this program and associated schedules. Since we know you value the relationship you have with each of your customers, we will ask you to coordinate the customer communication and approvals from each district, help us to identify the facility locations necessary for this work to be performed at, and manage the associated parts to complete the work. Wherever necessary, we also ask that you assist with shuttling the buses to / from the facility where work will be performed.

If there are any questions, please contact me directly at 478.387.6132. We look forward to continuing our leadership position in alternative fuels with product improvements and our collective ability to support our customers.

Trey Jenkins