



OUR COMPANY



DAVEY COACH
BUS SALES & SERVICE

daveycoach.com



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About Davey Coach

For 30 years, Davey Coach Sales has been a leader in new and used buses for sale and short and long-term bus lease and rental across North America. With headquarters in Denver and sales and service locations in Colorado, California, and Indiana, Davey Coach is one of the largest fully-integrated shuttle bus dealerships serving customers from the Midwest to the West Coast.

We proudly offer an extensive inventory of pre-owned and new buses for sale, lease and rent. Our selection of shuttle buses for sale is available with hundreds of options to suit any set of needs. Whether you're a municipality, school district, transit agency, or nonprofit organization, Davey Coach can provide purpose-built shuttle buses tailored to your unique transportation needs—from ADA-compliant vehicles to staff shuttles and specialty fleet solutions.



**STOCKING AND SOURCING
LEADING BUS & VAN
MANUFACTURES**



**SERVING U.S. &
INTERNATIONAL
CUSTOMERS**



**EXPERIENCED & CERTIFIED
TEAM OF BUS & VAN
EXPERTS**

What We Believe

BELIEF STATEMENT

At Davey Coach accountability is owning the issue at hand and taking pride in every task. We are “golden rule” relationship oriented, motivated to delight our customers, vendors, and colleagues at every opportunity. We stay driven and with a positive attitude continually innovate to improve the Davey experience. We make it happen by thinking resourcefully and proactively overcoming challenges until victory is achieved.

OUR PURPOSE

Connecting People to What's Important.

CORE VALUES

At Davey Coach we **M.O.V.E.!**

Make it Happen

Find a Way

Own It

Victory!

Stay Driven and Win Your Game

Every Relationship Matters



What We Do

Specialized Passenger Transportation Vehicle Dealer Model

- Unlike a traditional dealer that sources “stock” vehicles directly from the chassis OEM, Davey Coach works with converters and third-party upfitters to offer vehicles with custom configurations
- In addition to procuring chassis through an allocation specified by the converter / third-party upfitter, strong positioning with Ford enables the Company to source additional chassis directly from the OEM



Who We Serve

Serving Diverse, Resilient & Growing End Markets

Transportation Providers

Passenger bus services such as airport transfers, tours / charters, employee transportation and limousine / valet companies



Long-Term Care

Shuttle services associated with long-term care, retirement centers and rehabilitation centers



Resorts / Hotels

Primarily ski resorts providing travel to and from the mountains in the peak winter and off-peak summer seasons



Government / Transit

Transit vehicle contracts with government agencies and state municipalities such as the U.S. Navy, CDOT and IADOT



Education

Transportation services for students and sports teams from local universities and K-12 schools



Other

Primarily dealer-to-dealer, Native American Tribes and other B2B service providers



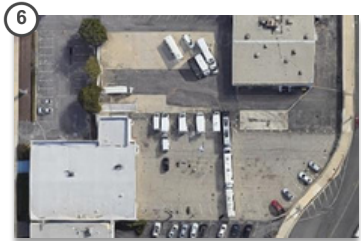
Our Locations

Strategic Facility Footprint



Function(s)				
Sedalia, Colorado				
① Administrative, Sales, Graphics				
② Rental, Parts, Service, Customization				
③ Parts, Service				
④ Rental, Graphics				
⑤ Vehicle Storage (Outdoor)				
Norwalk, California				
⑥ Full-Service Branch				
New Paris, Indiana				
⑦ Vehicle Processing & Service Branch				
⑧ Vehicle Storage (Outdoor)				

Norwalk, CA



New Paris, IN



Sedalia (Denver), CO (HQ)



Marketing

Our Reach

With 40,000+ CRM contacts, 200K+ annual website visitors, and 382K+ yearly social reach, Davey Coach connects directly with key decision makers in government and education.

Our market-segmented CRM, strong in-stock vehicle conversions, dedicated SEO/SEM team, online parts store, and 24/7 live chat ensure exceptional customer engagement.

We leverage LinkedIn, YouTube, Instagram, Facebook, and TikTok with video walk-arounds, instructional content, and paid ads to promote specials and unique offerings.



40,000+ CRM Contacts	200K+ Yearly Website Visitors	382k+ Yearly Social Reach
<ul style="list-style-type: none">• Direct contact with key decision makers in government and educational segments• CRM organized by market segment to easily break into	<ul style="list-style-type: none">• Strong conversion rate for in-stock vehicles• Dedicated SEO/SEM team to• Online parts store for after sale support• Live Representative Chat for 24/7 support	<ul style="list-style-type: none">• LinkedIn, YouTube, Instagram, Facebook, TikTok• YouTube channel features equipment walk-around videos, instructional videos, and• Paid Ads utilized to promote specials and unique offerings

Marketing

YouTube & Educational Content

Our goal is to educate our customers about properly operating their equipment while also providing important industry updates and information.

YouTube Channel: <https://www.youtube.com/@DaveyCoach>



Davey Coach Bus Sales

@DaveyCoach • 866 subscribers • 269 videos

For 30 years, Davey Coach has been a leader in offering new and pre-owned buses for vir...more

daveycoach.com and 3 more links

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For You



How to Load & Secure Passenger on a Bus |



STAR Program Custom Response Vehicles in



Ford E-Transit May NOT Be For You!

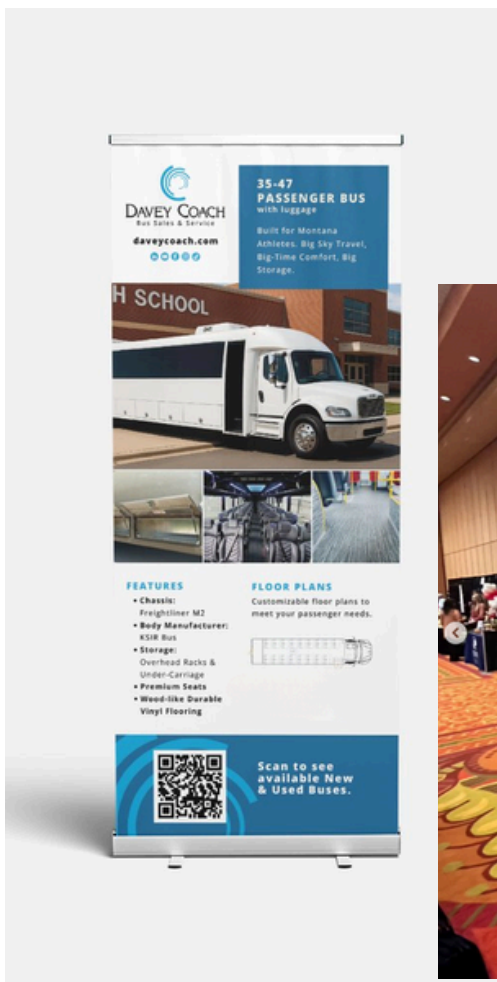
Marketing

Tradeshows & Events

- We attend nearly 40 tradeshows each year across multiple industries, giving us the chance to connect directly with the people who rely on our vehicles. At many events, we bring actual buses and equipment so attendees can walk through, explore features, and get a true hands-on feel for the quality and usability of our products.

Tradeshow Banner Example

Approved Vehicles will be used. Bus added only for visual representation.



Tradeshow Vehicle Booths

Feature equipment at tradeshows that target multiple industries.



Marketing Partners

Technology and Digital Data to Enhance Marketing Effectiveness

We use a data-driven approach to maximize our marketing impact:

- **Social Media Analytics:** We monitor performance metrics (engagement rate, click-throughs, follower growth) across all platforms and optimize content based on real-time feedback.
- **Google Analytics & Heat Mapping:** Our website traffic is closely monitored to track the effectiveness of specific landing pages and refine messaging.
- **Email Performance Data:** Campaigns are A/B tested with metrics tracked for open rate, click-through rate, and conversions to continually improve messaging and targeting.
- **Geo-Targeting:** Paid digital ads are geographically tailored to reach Sourcewell-eligible agencies in specific states and municipalities.
- **CRM Integration:** All marketing touchpoints are tracked in our CRM, linking campaign efforts to leads and sales, helping our team nurture interest through a consultative sales process.

Our Data & Technology Partners:

