



# James River Carey-er

## James River Bus Lines Adds Driving Simulator

James River Bus Lines recently purchased a driving simulator for its safety and training program. The simulator, TRANSIM VS IV, provides high fidelity, real-world driving environments that are customized for James River's vehicles.

The system features wrap around plasma screens allowing front and side views of the driving experience. Digital imaging offers realistic graphics of real world situations and even allows for customized views that match a particular street layout.

Incorporating the TRANSIM into the company's driver training program allows trainees to experience driving scenarios that can be encountered in actual driving situations. Trainees can experience a tire blow-out, a brake failure, snow, ice, and high winds. The system can also set up traffic situations requiring instant reactions such as a car pulling out in front of the vehicle.

The simulator is set up in a self-contained, customized trailer providing a professional training environment that can be utilized at various locations in Norfolk, Williamsburg, and Richmond.

Costing over \$200,000, the system is a major investment in safety. James River and its subsidiary Carey Transportation are one of only a few transportation companies in the world that use a simulator in its training.

"This tool will help us train our drivers to respond in situations that were impossible to simulate on the road. It is our obligation to do everything we can to ensure a safe experience for our passengers. The recent availability of the TRANSIMS helps us accomplish this," stated President Steve Story.

## Carey Transportation Sponsor for New Town Event

Earlier this month, Carey Transportation helped sponsor an open house event for the developing New Town community in Williamsburg. New Town is a 365 acre mixed use "new urbanism" community now under construction in Williamsburg. It features a 64-acre business park with 500,000 square feet of office space, a town of approximately 1,000 mixed-use residential units, as well as space for dining, shopping, and entertainment.

Carey provided courtesy transportation for visiting officials throughout the new community. People had to ride in a limo coach in order to be eligible for one of three door prizes offered by the event organizers to guests. The limo coach, which looks like a night club lit up inside, was on display to add a flavor of elegance to the event.

Customer loyalty is the company's delivery of value.



Customers will  
come back for  
business if we  
make it easy for them  
to do business with us.



James River drivers attended  
in Washington, D. C. in prepara  
for driving for the World Strid  
tours. These tours bring in st  
from all over the world for  
sightseeing in Washington, D  
other major tourist places of

to WOWing our  
with our great  
service...

## James River Bus Lines' Troop Transport

The Department of Defense has certified both James River Bus Lines and Carey Transportation as qualified to transport military personnel. Recently James River picked up some National Guard soldiers to take to a departure ceremony in Emporia; then the company took them to their military destination. Eventually these troops were being deployed to Iraq.



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### *Employee reminder*

Enrollment forms or waivers for health insurance or flexible benefit plans are due:

**Wednesday, April 23, 2008**

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## The President's Corner

As everyone is probably aware, there are signs that our economy is slowing down somewhat. Rising fuel costs, problems, and the real estate downturn are some of the issues we all hear about on a regular basis. Fortunately, however, we are still doing all right; and I continue to be cautiously optimistic for the business. In fact, recent cards I sent out show we are mostly holding our own.

We do need, however, to continue our effort to provide top notch customer service because this is what sets us apart from other companies that offer the same services. We recently have been holding meetings with varied groups of employees to generate ideas to "WOW" our customers.

The ideas that were generated so far have been put into a brochure that has been sent to all employees. I urge you to read that brochure and keep it handy as a way to reinforce the good ideas you suggested. As you discover other ideas that make a customer happy, please share it with your manager and other employees.

As a team, we want to keep getting better; and that only happens if we all work at that together. Everyone who works at the company has a stake in its success. As customers make choices about which company to use, we want to have multiple reasons to think only of our services.

Thank you for your role now and in the future to ensure the success of the company. I feel confident we can continue to prosper if we work together to "WOW" our customers.

Visit our web site ([www.jrbl.com](http://www.jrbl.com)) for the latest updates.



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