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## School Bus Transforms into Rolling Boardroom

(COLUMBUS, OH) – When your company is the largest contractor of student transportation services in North America, what could be better than a school bus to demonstrate your capabilities? That’s what Naperville, Ill.-based Laidlaw Educational Services did, but first the company needed some specialty upgrades, and for that they turned to Grove City, Ohio-based Creative Mobile Interiors, a custom vehicle converter.

To fit the bill, CMI transformed one of the company’s 45-foot school buses into a luxurious mobile boardroom. A dozen movie-theater style chairs upholstered in plush fabric have replaced the usual bench seating, while curving mahogany veneer walls add a touch of elegance to the environment. The yellow Laidlaw logo is woven into the back of each chair and in the center of the soft carpeting, to help build brand awareness.



“Laidlaw has the largest and most modern school bus fleet on the road, transporting over 2.3 million students to and from school every day. They wanted a sales vehicle that conveyed their expertise as well as their sense of caring about their customers,” said CMI President Owen Connaughton.

For presentations, a 42-inch plasma flatscreen television emerges from a side cabinet at the front of the vehicle, while an integrated sound system, DVD/VCR/CD player and individual wireless Internet connections at each seat provide technological ease for presentations. There are three interactive LCD screens

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and two plasma televisions on board, as well as an interior camera with remote access. Separate men's and women's restrooms at the rear of the vehicle are finished with Corian countertops, tile floors and a modern vanity suite.

The outside of the vehicle was not overlooked. It was covered in a full vinyl wrap featuring bright graphics and billboard-high branded messages. A 42-foot plasma television faces out the

passenger side windows, while a retractable awning runs the length of the unit, to further leverage the vehicle's capabilities at trade shows, special events and sales calls.

The unit has been dubbed "Friendship 1," and upon delivery it will travel to school systems throughout the country.

CMI was founded in 1999 and is headquartered in four plants totaling 21,000 square feet in Grove City, Ohio. The company specializes in converting motor coaches, vans, trailers and mini-coaches into luxury, commercial and specialty vehicles outfitted with custom top-of-the-line amenities and electronics. Since its founding, the company has doubled or nearly double in size every year. For more information, CMI can be reached at (614) 539-4600, or at [www.creativemobileinteriors.com](http://www.creativemobileinteriors.com)

