

## Exhibit 1 – Competitive Landscape in US Bus Market

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	Big Yellow Bus Co	Competitor A	Competitor B
<u>Market Share Analysis</u>			
Market Share (\$)	38%	34%	28%
Market Share (units)	34%	36%	30%
<u>Margin Analysis</u>			
Revenue	100%	100%	100%
Gross Margin	25%	35%	36%
Operating Margin	15%	25%	26%