

E-mail subject line: As [COMPANY NAME] restarts our business, here's how we're keeping you safe

Dear [CUSTOMER NAME]:

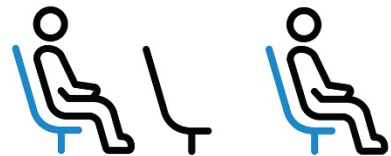
For decades, motor coaches have provided safe, critical transportation as part of our nation's infrastructure. Our business is about connecting people to many of life's important activities and events. Whether it's taking commuters to work, groups on vacation trips, or sports and school teams to games, the safety of our passengers has always been our top priority.

Now, more than ever, we want you to know about our intensified cleaning, disinfecting, distancing and prevention practices to support the health and wellbeing of passengers. We're calling it our **Extreme Clean Commitment**.

For us, that means more intensive cleaning where every motor coach is thoroughly cleaned and then disinfected before and after each trip:



- With special focus on **disinfecting high touch points** such as entrance area handrails, parcel rack handrails and door latches, and window release bars, plus passenger seat headrests, armrests, seat belts and seat accessories, and all driver area and restroom surfaces, including door handles
- An emphasis on **optimal air quality** as cabin air is completely exchanged with fresh, outside air approximately every 4 minutes
- (If you have invested in additional products, this paragraph presents suggest wording.) Additional products and equipment that optimize passenger and driver protection
- Operating procedures include **physical distancing** on entry and exit and seat spacing for every trip



Learn more about our Extreme Clean Commitment by clicking here. [\(link to Extreme Clean Commitment guide\)](#)

We are eager to get back on the road and provide you with on-time, comfortable and safe service anywhere you and your groups need to go.

We thank you for your past business and are standing by to plan your next trip. Just reply to this email and we'll get rolling.

Sincerely,

[TEAM MEMBERS and COMPANY NAME here]