

MacDon Bus Hits the Streets of Winnipeg

Submitted by Lance Derksen

A few months ago, MacDon received a new 23-passenger bus. This bus is equipped with a 2006 Ford 6.8L gas engine, automatic transmission, air conditioning, grey vinyl seats and overhead storage compartments.

The bus will further enhance the experience MacDon provides for dealers and customers participating in the Factory Tour Program and Product Support Training. Transporting guests has been difficult in the past, especially with the MacDon facilities expanding on the west side of Moray Street.

In December, during the North American Sales Meetings held in Winnipeg, Alan Ballantyne took care of the Territory Managers. He safely accommodated the group, morning, day, and night.

In early February, we added two more trained drivers (to take the pressure off of Alan). The Marketing Department now has four trained drivers. A Class 4 license is required to drive the bus when carrying passengers.

Dealerships around the world are taking advantage of the MacDon Factory Tour Program. Having the bus adds a new touch to an already successful program, providing an entertaining, informative and enjoyable experience for MacDon dealers and customers. Just recently, the bus was used to transport sixteen guests from JL Farm Equipment in Indiana. The bus was used extensively for three days running between the Holiday Inn, the airport, MacDon and the Royal Canadian Mint (where they participated in a tour).



From top to bottom: Bobbi Campbell, Wayne Lewandoski, Alan Ballantyne, Lance Derksen