



October 19, 2009

DEALER MEMORANDUM
NO. 09-76

MEMO TO: All Blue Bird Dealers

SUBJECT: Blue Bird and Girardin Announce Joint Venture

Dear Dealer:

Blue Bird and Girardin are pleased to announce a joint venture between Blue Bird and Girardin Minibus. This new partnership, effective October 14, 2009, will consolidate Blue Bird and Girardin Minibus Type A bus products and distribution into one entity. Girardin's complete Type A bus line is a perfect complement to Blue Bird's complete Type C and D bus product lines and ensures our Dealers can offer our mutual customers the best in a complete family of Blue Bird school and activity bus products.

The new entity, located in Drummondville, Quebec, Canada, will be named Micro Bird, Inc. and will be exclusively responsible for the design and fabrication of all Blue Bird Type A school buses, activity buses and commercial buses. All Type A products, branded Blue Bird Micro Bird® *by Girardin*, will be exclusively distributed and supported by you, our Authorized Blue Bird Dealer network.

The combination of Blue Bird's 80+ years and Girardin's 50 years in the bus industry make us extremely confident this partnership, and everything derived from it, will be of great benefit and success to Blue Bird, Girardin, our Dealers, and most importantly the customer.

Over the next few weeks the Blue Bird and Girardin team will be dedicating efforts to successfully integrate products and processes, prioritizing the education and training for you and your staff.

Blue Bird, Girardin and you our Dealer have, over the years, built and earned strong reputations for quality and leadership. This achievement has only been made possible with your contribution. Our belief, conviction and mutual trust will continue to be the foundation of our success.

The Next Generation of Blue Bird Starts Now!

Greg Bennett
President & CEO
Blue Bird Corporation

Steve Girardin
President
Micro-Bird Inc.