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MEDIA ADVISORY

Optronics Named Exclusive Lighting Supplier for Collins Bus

Collins Bus consolidates lighting purchases, transitioning from six lighting suppliers to one by choosing Optronics as its single-source provider.

TULSA, Okla., USA (April 21, 2015) — [Optronics International](#), America's largest offshore vehicle lighting manufacturer, announced that it has been named exclusive lighting supplier to Collins Bus Corporation. According to Collins' officials, the move comes amid the school bus manufacturer's renewed commitment to increasing efficiency, while maintaining its exceptional quality standards.

In preface to designing its newest Type A school bus, Collins conducted extensive research among drivers, mechanics, transportation directors, contractors and parents across North America. Maintaining the highest safety standards was paramount among the participant feedback, followed closely by issues of affordability, flexibility, visibility and serviceability.

"Optronics has demonstrated an exceptional interest in serving our needs as an OE. Their broad product line, coupled with their custom engineering capabilities, gives us ultimate design flexibility and improved vehicle serviceability," Matt Scheuler, president of [Collins Bus Corporation](#), said. "Our focus at Collins has always been to provide the safest, most reliable and highest-quality Type A buses in the marketplace. Having a sole lighting supplier like Optronics, known for its quality products, enhances our vehicles and our customers satisfaction."

Optronics was already highly regarded for its work with [Allied Specialty Vehicles](#) (ASV), the parent company of Collins Bus and North America's largest manufacturer of emergency vehicles and small buses, as well as the leading manufacturer of recreational vehicles, terminal trucks and street sweepers. ASV has named Optronics as one of its key suppliers for its Champion Bus, Eldorado National and Goshen Coach brands.

"We're excited and honored to be selected as the sole lighting supplier by Collins Bus," Brett Johnson, president and CEO of Optronics International, said. "Optronics is committed to serving customers like Collins and ASV by delivering more innovative products and greater value, while setting industry standards for customer service and support."

The transition to Optronics is effective immediately, and Collins expects the consolidation, standardization of parts, reduced inventory and move to just-in-time delivery to make an immediate positive impact.

"Optronics is the kind of high-value, high-service supplier that all OEs are looking for," Scheuler said. "The relationship with Optronics has translated into efficiency gains, first for ASV and now for Collins."

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In addition to supplying standard lighting products out of its extensive lighting catalog, Optronics has also been called upon to provide custom-engineered solutions for Collins. Optronics' lighting design and manufacturing capabilities make it a natural fit for OEs looking for a lighting supplier that is willing to go above and beyond, while keeping costs under control.

“This is just the next chapter in what has already been a mutually fruitful relationship with Collins and ASV,” Johnson said. “We look forward to meeting the challenges and exceeding expectations in the process.”

Optronics products are available in the U.S. and Canada through the company's extensive [distribution network](#) of more than 12,000 convenient distribution locations. Users can access individual Optronics distributor websites by simply clicking on their logo icons. For information on international sales and distribution of Optronics products, please contact Dorian Drake at +1 (914) 697-9800, or visit <http://doriandrake.com>.

To view video explaining Optronics products and capabilities, please visit: <http://www.optronicsinc.com/VIDEOS/ProductVideos.aspx>

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About Optronics

As America's largest offshore vehicle lighting manufacturer, Optronics is a trustworthy, high-quality, widely available alternative to domestic lighting manufacturers and import houses. Founded in 1972, Optronics International is a premier worldwide manufacturer and supplier of branded industrial and commercial vehicular safety lighting products. The company specializes in interior and exterior LED, incandescent and fluorescent lighting for the marine, RV, trailer, HD and transit vehicle markets. The Optronics product catalog is among the most extensive in the industry. Optronics is headquartered in Tulsa, Oklahoma, with manufacturing facilities in Annan District, Tainan, Taiwan, and Muskogee, Oklahoma. The company has distribution facilities in Goshen, Indiana and Ontario, Canada. Learn more at <http://www.optronicsinc.com>.

About Collins Bus

Collins Bus Corporation, a subsidiary of Allied Specialty Vehicles, Inc. (ASV), manufactures 14 Type A school bus, multifunction school activity bus (MFSAB), multipurpose vehicle (MPV) and child care bus models. The company introduced the industry's first small school bus model in 1967, which paved the way for the development of the Type A federal school bus classification and established the company as a leader in innovative design. Collins Bus also pioneered the first school bus wheelchair lift in the mid-1970s and introduced the first propane-powered Type A school bus in 2010. With more than 50 dealer locations in the United States and Canada, Collins Bus has one of the industry's largest distribution networks. For more information about Collins Bus, visit <http://www.collinsbuscorp.com> and follow us on Twitter @collinsbus. For more information about ASV, visit <http://www.alliedsv.com>.