

DN2 Motoring

INSIDE:
Special
feature
on school
transport
solutions

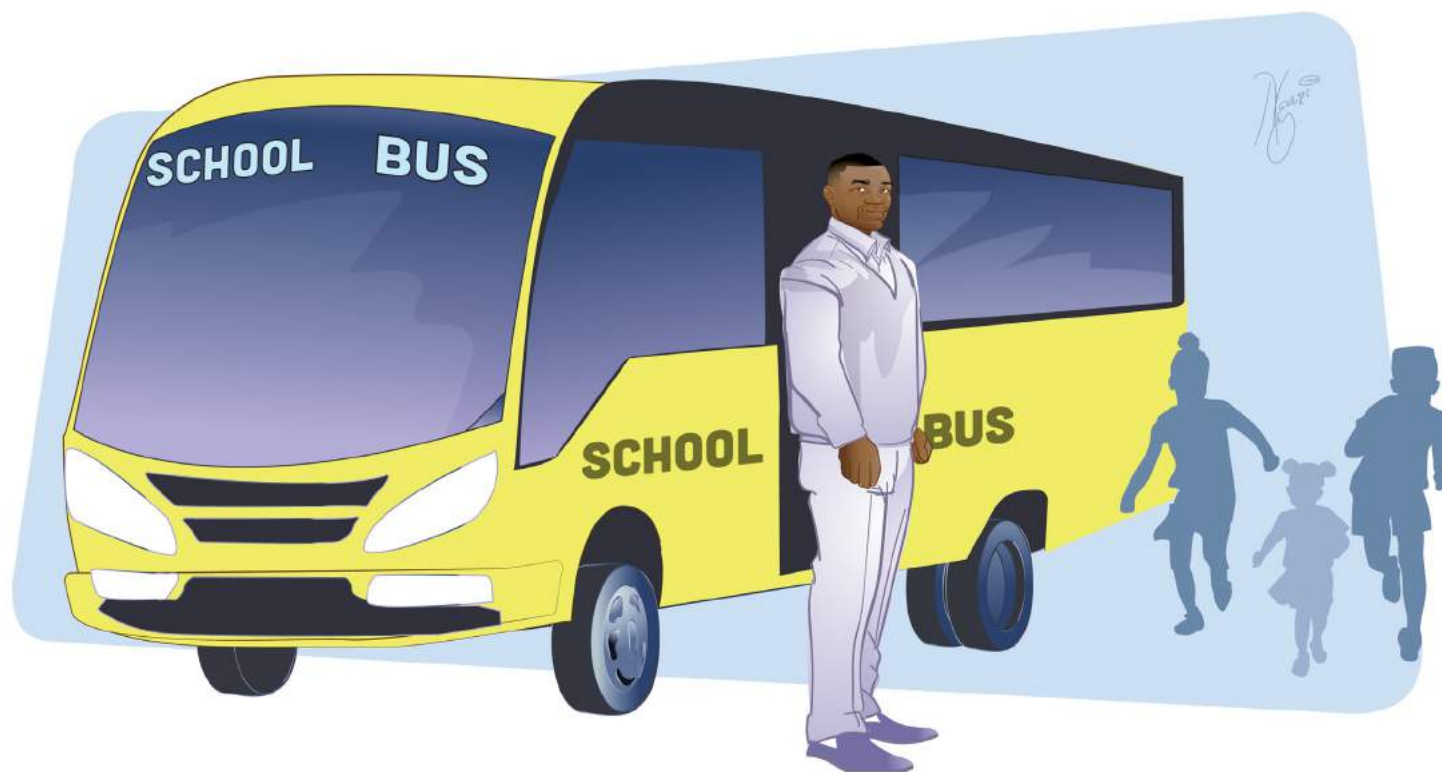
What makes the school bus more special?

There are more features required
in a bus to ensure that children
are transported safely P.2



Making the school bus safer

Because parents and guardians want the best education for their children, many of them don't hesitate to choose schools that may be quite some distance from where the family lives



BY EVANS ONGWAE

The school bus is considered the safest and most preferred option for children commuting daily to and from school. By design, they are required to transport children securely, decently, efficiently, and even economically given the number of trips and distances many of them cover.

To parents and guardians who are busy, the school bus option offers a huge relief. Their major task in the morning is to ensure the children have been prepared for school. Once the school bus arrives and picks up the learners, parents/guardians can dash to their daily hustles, confident in the knowledge that the children will arrive safely in school, and will be brought back home in the evening. This is as convenient as it gets.

Because parents and guardians want the best education for their children, many of them don't hesitate to choose schools that may be quite some distance from where the family lives. They don't mind if the children have to use school transport daily.

School transport can be made much safer by paying attention to a few pertinent matters.

For example, fleet managers should

ensure regular mechanical check-ups on the vehicles. How many schools carry out such checks, and how frequently?

May be it is also necessary to track the location of the buses in real time. Schools should further consider whether on-board cameras are needed. Another question to ask is: Should a school bus change route without the approval of a supervisor? Also, is basic first aid equipment available in your school bus, and is there a trained personnel to administer them when need be? Are all school bus drivers

trained on how to speak with children, and with parents or guardians?

Before a driver returns the bus back to school, it is necessary to confirm whether all children have alighted. Is it possible that some were dozing off and didn't alight at their usual drop-off point? Every child should be accounted for.

Many people are involved in the school transport, with the key actors being children and the bus or van driver. However, the safety of children is also dependent on others' awareness of what safety entails. That group includes parents or guardians, teachers, and school administrators.

Children of different ages may have a differing understanding of traffic safety and how they are supposed to behave on the trip to and from school. A four-year old will rely more on the driver, parents and other assistants. That contrasts with a 13-year old, who has a deeper understanding of what safety entails. This group could be more aware of how they should conduct themselves, and what activities they can or cannot engage in when waiting for, stepping onto, and sitting in the bus. An understanding of proper bus etiquette from boarding to travelling and alighting, is necessary.

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Why schools need unique considerations when buying a bus

BY EVANS ONGWAE

Once in a while, media carry reports of public schools receiving buses bought using the Constituency Development Fund (CDF). However, the usual arrangement is for schools to purchase buses or vans with own funds.

This leads to the question: How can motor firms and financial institutions make it easy for schools to own buses?

Schools operate a unique calendar. Be it a kindergarten, a primary or secondary school, a technical institute or a college, the normal calendar comprises three terms or semesters separated by varying holiday breaks. For example, first term or semester can run from January to March, with some weeks in April designated as holiday. A similar pattern repeats itself in the two remaining school academic terms in the year.

Often, schools rely on the fees they receive to fund their operations, including making bus purchases. Typically, some months in the academic calendar are lean, with schools receiving funds just adequate for basic operations and probably, some for capital investment.

Some banks have made arrangements with auto firms to offer schools asset financing solutions. This enables a school to receive a bus after the financial institution has taken care of a certain percentage of the price and paid that to the motor dealer. A school can thus repay for the bus with staggered instalments that do not strain it.



This uniqueness of school operations requires that motor distributors and financiers treat schools as outliers in the world of business. Instead of expecting lump sum payments for several buses, perhaps it would be prudent to allow schools to pay for their purchases as and when fees by students begin trickling in.

Some banks have made arrangements with auto firms to offer schools asset financing solutions. This enables a school to receive a bus after the financial institution has taken care of a certain percentage of the price and paid that to the motor dealer. A school can thus repay for the bus with staggered instalments that do not strain it. After all, the school's business is to teach and not focus daily on how to pay for the bus parked in the compound.

A similar principle could apply in the provision of school bus insurance – allowing schools to pay for insurance periodically when learners have started paying term fees. Securing a school bus against unexpected events is crucial. So, it is important schools strike an agreement with their insurers on how to cover the buses without hurting the learning institutions' budgets.

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For schools, we are offering the F310 4x2 bus model, which comes equipped with safety features such as Scania Opticruise, an automated gear-changing system that relieves the driver of all work related to gear-changing whilst driving, improving driver safety, comfort, and fuel-efficiency. Additional safety features include hill hold, electronic brake control, and interlock valve parking brakes, to offer a bus which is safe for the driver, passengers, and other road users.

As a one-stop shop, Scania is able to provide your school with the bus, in-house financing, and after-sales support at our branches in Nairobi, Mombasa, Nakuru, and Eldoret, where we offer workshop services by our expert technicians, using genuine parts to keep your bus in top notch condition.

As your trusted partner, we look forward to offering you a school bus which your faculty and students will enjoy for years to come.

For schools, we are offering the F310 4x2 bus model, which comes equipped with safety features such as Scania Opticruise, an automated gear-changing system that relieves the driver of all work related to gear-changing whilst driving, improving driver safety, comfort, and fuel-efficiency.



More than a loan

NCBA offers up to 100 percent school bus financing for an 84-month tenor, with a one-term grace period and competitive interest rates to ease the immediate financial pressure. This enables the institutions to allocate funds to other needs. It also offers a cushion for financial challenges and minimises the risk of financial strain during unforeseen circumstances.

Our school bus financing not only offers financial relief to the institutions, but also ensures that schools have acquired a new bus, therefore enhancing the safety of students during transportation and, thus, a secure commute. This also promotes operational efficiency, where schools can plan routes strategically, optimise schedules, and respond effectively to changing needs.

Through financing, we encompass broader aspects of parental and student-wellbeing by instilling confidence in parents, assuring them that their children are on safe wheels during their daily commute, and promoting consistent attendance and

Through financing, we encompass broader aspects of parental and student-wellbeing by instilling confidence in parents, assuring them that their children are on safe wheels during their daily commute, and promoting consistent attendance and punctuality among students.



punctuality among students.

Therefore, school bus financing is an investment in the safety, attendance, and environmental impact of student transportation, playing a crucial role in shaping a holistic and reliable educational experience.

Twende Mbele!



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Go for it

Driving Dreams and Aspirations

Amid the hustle and bustle of our daily commute, one vibrant hue stands out on our roads, captivating the attention of passers-by every weekday – the unmistakable yellow of Isuzu school buses.

From our youngest children embarking on their educational journeys in kindergarten, to the young adults pursuing higher education in our tertiary institutions, Isuzu buses have supported the dreams and aspirations of successive generations in Kenya for nearly five decades.

In the realm of education, where safety and reliability are paramount, Isuzu buses have emerged as the beacon of trust for thousands of learning institutions. Endurance, capability, and reliability have become synonymous with the Isuzu brand, providing a source of assurance for both parents and school administrators alike.

Diversity reigns supreme in Isuzu's range of school buses, offering options such as the NMR-26-seater, NQR-33 seater, FSR-46 seater, FTR-51 seater, and FVR-67 seater buses, all conveniently available at dealer

outlets nationwide. Regardless of the model, Isuzu's commitment to a smooth and enjoyable ride is evident through plush seats, spacious interiors, and an engine that seamlessly combines power with great mileage.

Beyond garnering customer loyalty and investing in an extensive aftersales network, Isuzu sweetens the deal for schools with enticing purchase incentives. For instance, any school bus purchase comes with a complimentary 10,000-litre water tank, while the NMR bus enjoys a 5,000-litre water tank. These incentives underscore Isuzu's commitment to delivering unparalleled value to their customers. In addition, Isuzu has worked to build a broad aftersales and dealer network, strategically positioned across the country through 74 touch points.

This accessibility ensures schools can effortlessly tap into Isuzu's services, whether they are investing in new buses or replacing aging vehicles, ultimately minimising down time and keeping their fleet in peak condition. Our robust aftersales support through initiatives such as the

Our company's core value starts with customers being at the centre of all our decisions. We listen closely to what our customers in the Education sector require, then we go back to our plant to build exceptional solutions that are tailored to meet all their demands.

Rita Kavashe, Managing Director Isuzu East Africa



Likizo Fest Service Clinics, provides the peace of mind and reassurance necessary for school administrators to focus on their primary mission of turning the dreams and aspirations of learners into reality.

Isuzu EA's Managing Director, Rita Kavashe, attributes the brand's popularity in Kenyan schools to a culture of relentless customer focus. "Our company's core value starts with customers being at the centre of all our decisions. We listen closely to what our customers in the Education sector require, then we go back to our plant to build exceptional

solutions that are tailored to meet all their demands," she explains.

Educational institutions have placed unwavering trust in the durability and legacy of Isuzu vehicles, solidifying the company's reputation as a trusted logistics solutions partner. By providing tried and tested vehicles that are locally assembled, the Isuzu brand has over the years earned customers' loyalty as the undisputed choice for school transport across Kenya.

As we begin the year 2024, the outlook is promising for Isuzu East Africa and the education sector alike.

In the journey ahead, Isuzu remains resolute in its commitment to serving its customers with the same fervour for innovation, satisfaction, and dedication that has elevated it to a household name in the nation.

To enhance road safety, and for the second year running, Isuzu EA, in partnership with Auto Express and Lions Sight First Hospital, will this April roll out a national health check-up campaign for school bus drivers. Named the "Eyes on the Road" campaign, this initiative enhances the well-being of school bus drivers, ensuring they safely transport learners on Kenyan roads as they pursue their dreams. This reassures both schools and parents entrusting their children to them.

The Isuzu "Eyes on the Road" campaign is a demonstration of our appreciation for school bus drivers' sacrifice, commitment to their well-being, and overall safety of pupils and students. With Isuzu, the road ahead is limitless, and the company remains steadfast in ensuring every customer's need is not just met but surpassed with flying colours.



**It's not about picking and dropping them off.
It's about driving dreams and aspirations.**

For enquiries call 0800 724 724. Tusonge Mbele Pamoja.

Isuzu Kenya

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