

1 November 2022

Re: Change to school bus operator branding

Dear Principal and school community,

As a valued partner we wanted to inform you of an upcoming change to the branding on local school and urban buses.

Commencing in November, Duffy's logos will be progressively replaced with Kinetic branding to reflect our new operation. This change will not impact on services.

We wish to assure you current school bus services will continue as normal and we look forward to the ongoing service to your school community.

Services will continue to display the relevant information on each bus with the route code in the front windscreen. The buses and the drivers will not change, only the branding. For reference the new bus branding will look similar to the example image below.

Our contact information will also remain the same, although you may notice changes to some of the emails you receive from us as we transition to internal Kinetic email addresses and branding.

Kinetic has operated Bundaberg school bus and public transport services on behalf of the Queensland Government since July and also operates school and urban buses across Queensland including in Cairns, Townsville, Mackay, Gold Coast and Sunshine Coast.

Should you have any questions regarding this change please do not hesitate to contact us directly on 07 4151 4226.

Kind regards,

Matthew Thompson
Manager Bundaberg
Kinetic

