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Family-Owned Motor Coach Companies Join Forces

OAK CREEK, WI – February 11, 2019 – Riteway Bus Service, Inc., d/b/a GO Riteway Transportation Group of Oak Creek, Wisconsin is pleased to announce the acquisition of Cardinal Buses, Inc. of Middlebury, Indiana. The transaction takes effect on March 1, 2019. Terms of the deal are confidential.

GO Riteway is headquartered in Oak Creek, Wisconsin and has 1,475 employees operating in 22 locations with over 1,250 passenger transportation vehicles, including school buses, motor coaches, mini coaches, black cars (sedan and SUV) and airport shuttles. Cardinal Buses is headquartered in Middlebury, Indiana and has satellite offices in Mishawaka, Indiana and Holland, Michigan. The company has 120 employees operating over 50 vehicles, including motor and mini coaches.

Both GO Riteway and Cardinal Buses are in their third generation of family ownership. GO Riteway is co-owned by four members of the Bast family: Ronald, Rochelle, Wendy, and RJ. Cardinal Buses was started in 1923 when Branston Shoup purchased Middlebury Bus Lines. Branston's son John took over the business in 1954 and today the company is owned by John's sons, Matt and Dan Shoup. When the companies are combined, the GO Riteway / Cardinal Bus operation will become one of the largest diverse fleets in the Midwest.

“Both Matt and I are nearing retirement age and were looking for a business partner who shared our values and would maintain the legacy our family has built over the years,” said Dan Shoup, co-owner of Cardinal Buses, Inc. “We are confident we found that partner in the Bast family and

that GO Riteway has the type of organization that can successfully take Cardinal forward,” he added. “Matt and I plan to stay on a few years to ensure a smooth transition to the Bast family ownership,” said Dan Shoup. “We appreciate our employees and our customers and want to make sure they are taken care of.”

Ronald Bast, Chairman of GO Riteway said, “We have been looking to grow the geographic footprint of our motor coach business for years, but it was important for us to find a company that shared our family values. We respect the business that the Shoup family and their valued employees have built. We plan to maintain and build on it in the decades ahead,” Bast continued. “Our family is focused on building a strong organization that can thrive.”

Both companies already operate strong motor coach and mini coach businesses, so no immediate changes are expected.

“We plan to keep the Cardinal name in the markets where they operate,” Bast said. “Just like our name in our markets, their brand is a long-time symbol of safe and reliable passenger transportation,” he added. “Not only do we plan to retain all Cardinal employees, we expect there will be excellent career opportunities in the years ahead as we look to grow this business in the region. Our focus will be on our people and creating a customer-centric organization that is positioned to be successful over the long haul,” he added.

GO Riteway was founded in 1957 by Rollie and Pearl Bast with four school buses in Germantown, Wisconsin. Today, the company services over 40 school districts in Wisconsin. Over the next 60 plus years, it has continued to expand, pledging to ‘Be More than a Ride, Be a Solution.’ Its core values, emphasizing safety, integrity and teamwork, ensure the most dependable and safe transportation for business travelers, tourists, students and local residents. For more information, visit www.goriteway.com.

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