



BLUE BIRD

January 12, 2017

DEALER MEMO
NO. 17-06

To: Blue Bird Dealers
From: Phil Horlock, President & CEO
Subject: **Albert L. 'Buddy' Luce, Jr.**

Last night, Albert L. 'Buddy' Luce, Jr., son of the original founder of Blue Bird, Albert L. Luce, Sr., peacefully passed away.

While we are deeply saddened to hear of Buddy's passing, we should remember the fulfilling life he lived. At nearly 95 years old, Buddy was able to experience many great things, and see this company become what it is today. Buddy had a very strong faith in God and lived his life based on Christian principles. The Luce family truly built a legacy that will forever be a part of this company's and our nation's history. Buddy will live long in our memories.

In honor and respect of Buddy and his family, we will be lowering our flag at all Blue Bird facilities.

We offer Buddy's family our condolences during this sad and difficult time.

Sincerely,

Phil Horlock
President and CEO
Blue Bird Corporation