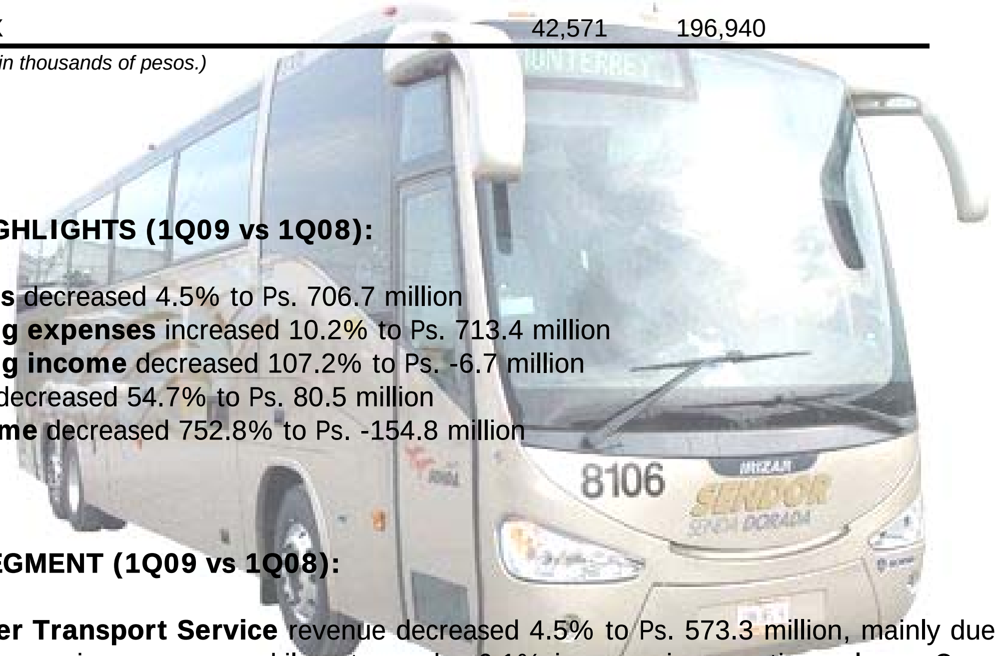
GRUPO SENDA AUTOTRANSPORTE, S.A. DE C.V. ANNOUNCES
FIRST QUARTER 2009 RESULTS

Monterrey, Nuevo Leon, Mexico – May 28, 2009 – Grupo Senda Autotransporte, S.A. de C.V. (“the Company” or “Grupo Senda”) today announced its results for the first quarter of 2009 (1Q09). All peso amounts are presented in nominal pesos as of March 31, 2009.

	1Q		
	2009	**2008**	**Δ%**
Revenue	706,723	740,126	-4.5%
Operating Expenses	713,425	647,146	10.2%
EBIT	-6,702	92,980	-107.2%
EBITDA	80,515	177,716	-54.7%
EBITDA mgn	*11.4%*	*24.0%*	
Net income	-154,774	23,709	-752.8%
Net income mgn	*-21.9%*	*3.2%*	
CAPEX	42,571	196,940	

(Figures in thousands of pesos.)



FINANCIAL HIGHLIGHTS (1Q09 vs 1Q08):

- **Revenues** decreased 4.5% to Ps. 706.7 million
- **Operating expenses** increased 10.2% to Ps. 713.4 million
- **Operating income** decreased 107.2% to Ps. -6.7 million
- **EBITDA** decreased 54.7% to Ps. 80.5 million
- **Net income** decreased 752.8% to Ps. -154.8 million

RESULTS BY SEGMENT (1Q09 vs 1Q08):

- **Passenger Transport Service** revenue decreased 4.5% to Ps. 573.3 million, mainly due to a 9.9% decrease in revenue per kilometer and a 6.1% increase in operating volume. Operating income decreased 139% due to the aforementioned decrease in revenue per kilometer and a 5.6% increase in cost per kilometer.
- **Personnel Transport Service** revenue decreased 4.8% to Ps. 133.4 million, mainly due to a 7.2% decrease in operating volume. Operating income decreased 32.3% to Ps. 18.7 million due to the previously mentioned decrease in operating volume and a 9.7% increase in cost per kilometer.

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Comments from the Chief Executive Officer

"The company endured a difficult first quarter due to a complicated economic situation. The current recession, the generalized lack of confidence and macroeconomic instability, along with aggressive competition in the industry has affected our quarterly results. This quarter's results were affected by seasonality; nevertheless, the company was able to improve its EBITDA Margin from previous quarter.

The domestic passenger division was affected by the competitive environment that the industry is currently experiencing; as such RPK's decreased, affecting revenues and EBITDA margin. There was also an effect from the fact that Easter holidays took place during the second quarter of 2009, versus the first quarter of 2008. Also the rise in fuel prices and the depreciation on the Mexican Peso affected the company's cost per kilometer.

In the international segment, the company has done very well; even with the current economic situation, revenues grew 22%. Market share for original routes has increased as expected and new routes are already operating at satisfactory levels. This segment continues to be of great importance, given that new routes consolidate and the economic crisis starts to ease, additional passengers will be captured.

The personnel transportation segment has done better than expected; revenue per kilometer was increased and EBITDA margin remained flat when compared to 2008. This was a consequence of the logistics improvement plan that was implemented to ease the effects of the crisis. Revenues where down due a decrease in operating volume, which was lower than expected. The company is taking action with commercial strategies to compensate for this effect.

To face this challenging scenario, the company has developed a business plan. This plan includes increasing RPK's, with pricing strategies and additional services. There is also a six sigma efficiency plan to reduce cost per kilometer. Altogether, with these strategies the company can expect to achieve better margins for the second half of the year."

OPERATING RESULTS

Total Revenue

For the three months ended March 31, 2009, revenues were affected by the fact that the Easter holiday, a peak period for the passenger segment, took place during the first quarter in 2008 while in 2009 it took place in the second quarter. This negative effect was partially offset by a 3% increase in operating volume. Total revenue decreased 4.5%, from Ps. 740.1 million as of March 31, 2008 to Ps. 706.7 million as of March 31, 2009, primarily due to a 7.3% decrease in revenue per kilometer, derived from our ticket discount campaign and from the impact of the global economic crisis.

During the first quarter 2009, 81.1% of total revenue was derived from passenger transportation services, including 6.5% from the package delivery services business; the remaining 18.9% was derived from the personnel transportation services business.

Operating Expenses

Total operating expenses increased 10.2%, from Ps. 647.1 million as of March 31, 2008 to Ps. 713.4 million as of March 31, 2009. Approximately 30% of this variation was due to a 3.0% increase in operating volume and the remaining 70% was due to a 7.0% increase in cost per kilometer. More than 50% of the increase in cost per kilometer comes from a 32% rise in fuel costs; another 33% of the increase comes from a 7% increase in transportation expenses. 9.1% comes from a 4.2% increase in selling, administrative and advertising expenses. The remaining 3.7% comes from an increase in depreciation.

Following are some of the key operating costs:

- **Transportation costs** include driver wages and compensation, maintenance of equipment, toll fees, driver travel expenses, insurance and bus operating lease costs, among others. For the three months ended March 31, 2009, transportation costs increased 7.2% from Ps. 304.5 million as of March 31, 2008 to Ps. 326.5 million as of March 31, 2009. Approximately 30% of this variation can be explained by a more than 100% increase in insurance expenses due to a significant increase in the international transportation segment fleet where insurance is more expensive. 22% derived from an 88% increase in operating leases, caused by new contracts acquired in the second half of 2008. Another 19% of the variation stemmed from an increase of 3.4% in maintenance expenses as a consequence of the exchange rate impact on spare parts. The remaining 29% was caused by an increase of 3.6% in transportation cost mainly due to an increase of 4.9% in wages of bus drivers derived from operating volume.

- **Fuel costs** increased 31.9% from Ps. 112.3 million as of March 31, 2008 to Ps. 148.1 million as of March 31, 2009, primarily due to a 28% increase in fuel prices; which was partially offset by the six sigma cost efficiency strategy. 9.6% of the variation derives from the 3% increase in operating volume.

- **Selling, general and administrative expenses** increased 4.2% from Ps. 145.6 million as of March 31, 2008 to Ps. 151.6 million as of March 31, 2009, mainly due to commercial strategies consisting of new space rentals to strengthen our position in various bus stations and sales force improvements.

- **Depreciation and amortization expenses** increased 2.9% from Ps. 84.7 million as of March 31, 2008 to Ps. 87.2 million as of March 31, 2009.

Operating Income

As a result of the above, operating income decreased 107.2% from Ps. 93 million as of March 31, 2008 to Ps. -6.7 million as of March 31, 2009. The operating margin also decreased from 12.6% as of March 31, 2008 to -0.9% as of March 31, 2009.

EBITDA

Earnings before interest, taxes, depreciation and amortization (EBITDA) decreased 54.7% from Ps. 177.7 as of March 31, 2008 to Ps. 80.5 million as of March 31, 2009. EBITDA margin also decreased from 24.0% as of March 31, 2008 to 11.4% as of March 31, 2009.

Integral Financing Cost

Integral Financing Cost (IFC) increased 204.3% from Ps. 38.7 million as of March 31, 2008 to Ps. 117.8 million as of March 31, 2009, mainly due to a non-cash effect related to the depreciation of the

Mexican peso, which generated a foreign exchange loss on dollar-denominated debt of Ps. 25.6 million, while in 2008 generated a foreign exchange gain of Ps. 43.5 million.

Other Expenses, Net

Other expenses, net, increased 251.0% from Ps. 5.1 million as of March 31, 2008 to Ps. 18.0 million as of March 31, 2009. This increase was caused mainly by severance payments and non-recurring expenses related to the positioning of our sales offices throughout our Mexican territory.

Income Tax

Grupo Senda recorded an income tax of Ps. 12.2 million as of March 31, 2009 compared to income taxes paid of Ps. 22.4 million as of March 31, 2008.

Consolidated Net Income

As a result of the above, consolidated net income decreased 752.8% from Ps. 23.7 million as of March 31, 2008 to a Ps. (154.8) million net loss as of March 31, 2009.

RESULTS BY SEGMENT

Passenger Transport Services

The passenger transportation segment includes passenger transportation and package delivery services. Passenger transport is a ticketed, intercity, scheduled bus transportation service. The package delivery business is developed primarily through the use of excess storage capacity on passenger bus routes, terminals and sales and administrative office infrastructure.

Revenues from passenger transportation services decreased 4.5% from Ps. 600.0 million as of March 31, 2008 to Ps. 573.3 million as of March 31, 2009 due to a 9.9% decrease in revenue per kilometer as a result of our price discounts related to current industry dynamics, and the fact that the Easter holidays during 2008 took place during the last week of March, while in 2009 were during the second week of April, with an effect of approximately Ps. 30 million. This was partially offset by a 6.1% increase in operating volume.

Operating income from passenger transportation services decreased 139% from Ps. 65.3 million as of March 31, 2008 to Ps. -25.4 million as of March 31, 2009, mainly due to a 5.6% increase in cost per kilometer; of this increase 50% comes from an increase in operating volume and the other 50% comes from an increase in costs. The increase in costs is primarily related to a 34.9% increase in fuel costs, the rest of this cost increase is caused by increases in maintenance expenses that stem from the effect of exchange rate fluctuations on bus part purchases, selling expenses from new points of sale, as well as insurance expenses from an increase in the Company's international fleet.

Passenger Transport Services Operating Data

Passenger Transport Services Operating Data

	As of March, 31		
	2009	2008	∆%
Total bus Km (Thousands)	60,395	56,931	6.1%
Total vehicle fleet	1,308	1,207	8.4%
Km per bus (thousands)	46	47	-2.1%
Revenue per Km	9.5	10.5	-9.9%
Cost per Km	9.9	9.4	5.6%
Revenue per vehicle (Thousands)	438	497	-11.8%

Personnel Transportation Services

Personnel transportation services consist of contracted intra-city services to transport personnel and students to industrial and educational facilities.

Revenues from personnel transportation services decreased 4.8% from Ps. 140.1 million as of March 31, 2008 to Ps. 133.4 million as of March 31, 2009 due to a 7.2% decrease in operating volume and a 2.4% increase in RPKs. This decrease in operating volume is related to the world economic crisis that has caused a temporary reduction in the volume of operations with industrial clients.

Operating income from personnel transportation services decreased 32.3% from Ps. 27.7 million as of March 31, 2008 to Ps. 18.7 million as of March 31, 2009; this was caused by almost a 10% increase in cost per kilometer that resulted entirely from an increase of 17.5% in fuel costs.

Personnel Transport Services Operating Data

Personnel Transport Services Operating Data

	As of March, 31		
	2009	**2008**	**∆%**
Total bus Km (Thousands)	15,736	16,948	-7.2%
Total vehicle fleet	1,203	1,066	12.9%
Km per bus (thousands)	13	16	-17.7%
Revenue per Km	8.5	8.3	2.4%
Cost per Km	7.3	6.6	9.7%
Revenue per vehicle (Thousands)	111	131	-15.7%

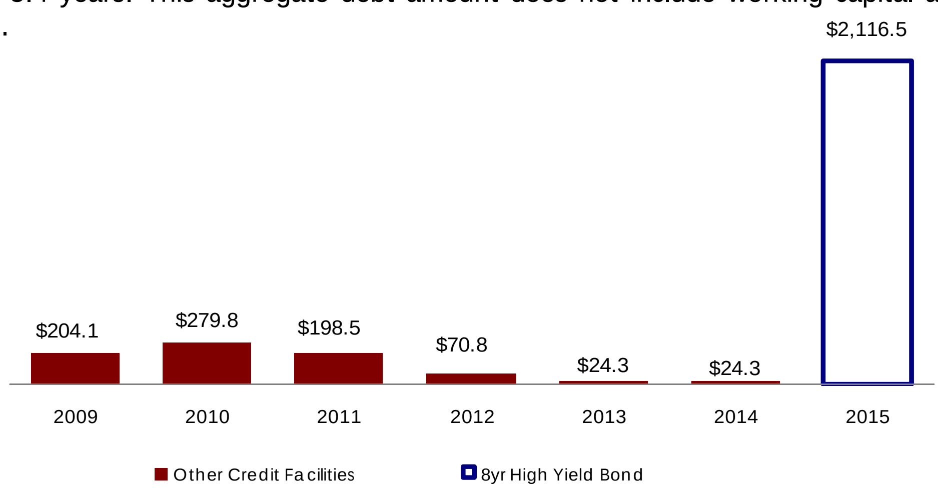
NON-OPERATING RESULTS

Balance Sheet Highlights and Financial Ratios

	As of March, 31		
	2009	**2008**	**∆%**
Cash & cash equivalents	118,481	171,705	-31.0%
Current assets	492,670	487,259	1.1%
Total assets	4,556,938	4,620,131	-1.4%
Debt	3,119,382	2,562,211	21.7%
Other liabilities	438,738	525,274	-16.5%
Equity	998,818	1,532,646	-34.8%
EBITDA	80,515	177,716	
Interest expenses	92,185	84,325	
Debt / EBITDA	6.1x	3.3x	
Net debt / EBITDA	5.7x	3.1x	
EBITDA / Interest expenses	1.4x	2.3x	

Debt Profile

As of March 31, 2009, debt reached Ps. 3,119.4 million, with an average maturity schedule of approximately 5.4 years. This aggregate debt amount does not include working capital and revolving credit facilities.



2009 CAPEX

During the first quarter of 2009 there were no investments made in new buses. The CAPEX registered was due to the recapitalization of operating leases, fleet improvements and acquisitions of technology equipment.

Liquidity position

The Company's liquidity position remains adequate and reflects the seasonality of the industry. Compared to December 2008, cash and equivalents decreased by 38%, with a balance of Ps. 118.4 million as of March 31, 2009. Debt amortization for the rest of 2009 amounts to approximately 200 million pesos, which is manageable based on the Company's cash generation levels. The Company does not have any dollar denominated debt amortization until 2015. Furthermore, the Company maintains available working capital and capital expenditure credit lines. At the same time, the Company does not possess any speculative position in derivative instruments.

In order to maintain a sufficient liquidity level, the Company will not allocate cash for capital expenditures related to bus replacement during 2009.

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About the Company
Grupo Senda is a leading provider of bus transportation services in Mexico, mainly serving the northeastern and central regions of Mexico as well as the state of Texas in the United States. The Company offers scheduled bus passenger service to more than 250 main routes, serving more than 1,000 destinations; throughout 15 states in Mexico and 12 destinations in the United States, with a monthly average of 2,400 daily departures and a fleet of over 1,290 buses. It also offers contracted intra-city service to transport personnel and students to industrial and educational facilities with a fleet of over 1,200 buses. The Company maximizes the use of its fleet by offering packaging delivery services through using excess storage capacity on its passenger bus routes, terminals and sales infrastructure and, at the same time, by offering charter services, in which people may contract buses for special occasions, trips and/or corporate events.

Forward-Looking Statements
This release contains forward-looking statements within the meaning of Section 27A of the Securities Act and Section 21E of the United States Securities Exchange Act of 1934, as amended (the "Exchange Act"). These forward-looking statements include, but are not limited to, statements about our future financial position and results of operations, our strategy, plans, objectives, goals and targets, future developments in the markets where we participate or are seeking to participate and other statements contained in this offering circular that are not historical facts. In some cases, you can identify forward-looking statements by terminology such as "anticipate", "believe", "continue", "could", "estimate", "expect", "forecast", "intend", "may", "plan", "potential", "predict", "should", or "will" or the negative of such terms or comparable terminology. Such forward-looking statements involve known and unkown risks, uncertainties and other factors, some of which are beyond our control, which may cause our actual results, performance or achievements expressed or implied by such forward-looking statements to differ materially from historical results or those anticipated. These forward-looking statements are based on numerous assumptions regarding our present and future business strategies and the environment in which we will operate in the future. These risks, some of which are discussed in "Risk Factors", include economic and political conditions and government policies in Mexico or elsewhere, fuel prices, regulatory developments, customer demand, seasonality and competition.

(FINANCIAL TABLES FOLLOW)

Grupo Senda Autotransporte, S.A. de C.V. and Susidiaries
Consolidated Income Statement
For the First quarter, 2009 and 2008
(Thousands of Mexican Pesos)

	First quarter of, 2009		2008		Δ%
			(in thousand of nominal pesos)		
Operating revenues:					
Passenger transport services	573,337	*81.1%*	600,040	*81.1%*	-4.5%
Personnel transport services	133,386	*18.9%*	140,086	*18.9%*	-4.8%
Total operating revenues	**706,723**	***100.0%***	**740,126**	***100.0%***	**-4.5%**
Operating expenses:					
Transportation costs	326,468		304,568		7.2%
Fuel costs	148,115		112,274		31.9%
Selling, general and administrative expenses	151,625		145,568		4.2%
Depreciation and amortization	87,217		84,736		2.9%
Total operating expenses	**713,425**	***100.9%***	**647,146**	***87.4%***	**10.2%**
Operating result:					
Passenger transport services	-25,449		65,289		-139.0%
Personnel transport services	18,747		27,691		-32.3%
Total operating result	**-6,702**	***-0.9%***	**92,980**	***12.6%***	**-107.2%**
Other expenses, net	-18,062		-5,146		251.0%
Integral fianncing cost:					
Interest expense	92,185		82,232		12.1%
Foreign exchange loss (gain), net	25,651		-43,511		-159.0%
	117,836		**38,721**		**204.3%**
Equity in earnings (losses) of associated companies	0		-3,000		100.0%
Income and asset tax expense	12,174		22,404		-45.7%
Consolidated net income	**-154,774**		**23,709**		**-752.8%**

Grupo Senda Autotransporte, S.A. de C.V. and Subsidiaries
Consolidated Statement of Cash Flows
As of March 31, 2009 and 2008
(Thousands of Mexican Pesos)

	As of March 31,	
	2009	**2008**
Operating Activities:		
Consolidated net income before taxes	-142,600	46,113
Items Related to Investment Activities:		
Depreciation and amortization	87,217	84,736
Equity in earnings (losses) of associated companies	0	3,000
Items Relatd to Financing Activities:		
Interest expense	94,235	84,325
Interest income	-2,050	-2,093
Monetary effect on debt	25,651	-43,511
	62,453	172,570
Trade accounts receivable	-29,692	-18,082
Inventories	-4,759	-1,978
Other accounts payable and receivable	-16,359	-9,486
Trade accounts payable	-81,780	-19,015
Net Cash Provided by Operating Activities	-70,137	124,009
Investing Activities	-42,571	-196,940
Financing Activities:		
Proceeds from notes payable	241,065	133,797
Payments of notes payable	-16,350	-14,884
Paymets derived from financial leases	-108,072	-21,910
Interests paid, net	-77,035	-66,306
Net Cash Provided from Financial Activities	39,608	30,697
Cash and Cash Equivalents:		
Net increase (decrease)	-73,100	-42,234
Balance at the beggining of the period	191,581	213,939
Balance at the End of the Period	118,481	171,705

Grupo Senda Autotransporte, S.A. de C.V. and Subsidiaries
Consolidated Balance Sheet
As of March 31, 2009 and 2008
(Thousands of Mexican Pesos)

	As of March 31,	
	2009	2008
	(Unaudited)	
Assets		
Current Assets:		
Cash and cash equivalents	118,481	171,705
Accounts receivable	335,320	281,248
Inventories	38,869	34,306
Current Assets	492,670	487,259
Land and buildings – net	192,701	204,916
Transportation and other equipment – net	1,873,144	2,032,579
Other assets	275,432	123,530
Investments in shares	245,982	295,811
Goodwill and intangible assets	1,477,009	1,476,036
Total	4,556,938	4,620,131
Liabilities and Stockholders' Equity		
Current Liabilities:		
Bank loans	201,000	149,859
Current portion of long-term debt	256,382	224,230
Accounts payable	62,895	54,315
Accrued Expenses	319,142	290,672
Current Liabilities	839,419	719,076
Long-term Liabilities:		
Long-term debt	2,662,000	2,188,122
Employee retirement obligations	45,273	81,459
Derivative financial instruments		6,621
Deferred tax	11,428	92,207
Long-term Liabilities	2,718,701	2,368,409
Total Liabilities	3,558,120	3,087,485
Stockholders Equity:		
Capital stock	90,873	90,873
Premium on issuance of shares	95,849	95,849
Retained earnings	478,229	1,685,279
Insufficiency in restated stockholders' equity		-375,588
Additional minimum pension liability		-13,345
Initial cumulative effect of deferred income tax		-87,724
Unrealized loss on derivative financial	179,203	-4,884
Majority Stockholders' Equity	844,154	1,390,460
Minority Stockholders' Equity	154,664	142,186
Total Stockholders' Equity	998,818	1,532,646
Total	4,556,938	4,620,131