



GRUPO SENDA ACQUIRES NEW BUSES

Monterrey, Mexico, July 27, 2008 - Grupo Senda Autotransporte, S.A. de C.V., a leading transportation company, in Mexico, announced today that acquired new buses.

Grupo Senda's story is full of determination, effort and commitment. The Company began operations in 1930. Since then, Senda has focused all its efforts to expand its geographical coverage in the north-eastern Mexico by creating additional routes and by acquiring other transportation companies. The Company has emphasized capacity and resource maximization, as well as a broader diversification of its business model. Today, Grupo Senda not only provides passenger transportation services, but also offers personnel transportation, package delivery services and tourism transportation.

Nowadays, Senda is a leading provider of bus transportation services in Mexico operating in 15 states throughout the north-eastern and central regions of the country as well as in Texas in the United States. The Company, with a fleet of 1,268 buses, attends 23 millions passengers annually, with over 300 main routes and more than 1,000 destinations in Mexico and the U.S. Due to its personnel division, Senda has presence in industrialized cities such as Monterrey, Saltillo, Torreón and San Luis Potosí, with a fleet of 1,083 buses and distinguished clients like GE, Mattel, Whirlpool, Panasonic, and Mercedes-Benz, among others.

Organization in continuous growth

The Company is ready to take advantage from the opportunities that the Mexican transportation industry offers and continues working to maintain its leadership position.



Because of this, last month Senda signed an agreement to purchase 100 new MCI units for its passenger segment. These buses will be designated to routes in new markets in the Central and Bajío regions of México, as well as to new international routes from central México to Texas, in the U.S. At the same time, last June the Company acquired 120 buses for its personnel division intended to enhance this business' growth through important projects in Monterrey and Saltillo.

On the other hand, Grupo Senda continues expanding its package delivery division through an innovative business model that has been a huge success in different European countries. This model is designed to create an efficient national package delivery network by the consolidation of leading regional package delivery operators. Because of this, the Company established a joint venture with the Spanish company that shaped this model, TIPSA, and with four other prestigious regional companies, creating TIPSA Mexico. Therefore, Senda is also purchasing additional units for this division.

An innovative organization

Commercial innovation is critical for Grupo Senda, therefore it became the first transportation company to participate in the micro-credit services industry through the "CrediSenda" concept, which allows travel financing for those individual with minimal credit availability.

Besides, the Company is introducing a frequent passenger program called Senda Amigo to show gratitude to its clients for their preference. This program will reward frequent travellers with tickets and prizes.

Grupo Senda will keep leveraging the consolidation and growth opportunities in the market at the same time that maintains its compromise to offer a high-quality service as a company with the best corporate and social responsibility practices.