

Southern Minibus Hire Changes Its Name to Sydney Minibus Hire

After 25 years, Southern Minibus Hire will now be known as Sydney Minibus Hire.

July 28, 2008 (FPRC) -- Southern Minibus Hire is a very focused company - they hire minibuses in Sydney. No trucks, no cars, just minibuses. For this reason, they have decided to change to a focused name - Sydney Minibus Hire.

"We have been hiring minibuses in Sydney for over 25 years" says Tony Potter, General Manager of Sydney Minibus Hire. "Our existing customers know what we do and we believe that our new name will help our new customers know what we do at a glance. In hindsight it is surprising that we didn't change our name earlier - minibus hire in Sydney is what we do!"

Over the past 25 years Sydney Minibus Hire has carved a niche in the market. While the major competitors are involved in hiring cars, trucks, large buses, minibuses etc Sydney Minibus Hire has not strayed from its core competency. Marketing Manager Rob Gower believes that focus wins business - "Customers prefer to do business with a specialist. If you want hamburgers you go to McDonalds. If you want chicken you go to KFC. If you want to hire a minibus in Sydney then hopefully you'll come to us - that's all we do."

Apart from the marketing aspects, there are operational advantages in being a focused company. "We only hire minibuses, so the stock of spare parts we need to carry is not extensive. If anything goes wrong with a minibus then we have a replacement waiting in our depot. When it comes to repairs, our mechanics need to know just three types of vehicle, so needless to say, they know our minibuses intimately" said Tony. Sydney Minibus Hire has three types of minibus in their fleet - 8 seater Tarago, 12 seater Commuter and 21 seater Coaster.

The name change will take effect on 1 August 2008. To hire a minibus in Sydney, contact Sydney Minibus Hire - www.minibushiresydney.com.au

Contact Information

For more information contact Rob Gower of Sydney Minibus Hire
(<http://www.minibushiresydney.com.au>)
02 9524 7007

Keywords

[minibus](#)
[hire](#)
[sydney](#)

You can read this press release online [here](#)