

Pioneer went out and developed new routes, opened up new country. Hotel standards in many areas did not please them, so they went into the hotel business, with a network extending through eastern Australia.

It was in 1947 that Ansett made an offer for the now famous Hayman Island, which was to reform the Barrier Reef as a tourist area.

Express bus routes became a distinct operation from touring. In 1955 daily express runs between Melbourne and Sydney began.

And so the Pioneering continued.

Eventually, along came a coach to replace the Flexi.

With the easing of monetary restrictions affecting overseas transactions by Australian companies, the Ansett organisation began to evaluate the latest trends in coach construction overseas, and the equipment available.

## U.S. COACH

The outcome of the exhaustive evaluation was that an American-designed and built coach, the GM Super Clipper, was chosen as a replacement vehicle for the existing fleet of Flibble Clippers and assorted other vehicles.

Unable to be built satisfactorily in Australia, the first of the new GM Super Clippers arrived in Australia by sea, late in 1961.

The super-quiet, super-comfortable, fully air-conditioned coaches ushered in a new era of safe, smooth express travel

between Australian capitals.

But the days of opening up new routes and new tours, and the days of change were far from over — they never will be.

Yet it is hard to believe that it was as late as the early 1960's that Ansett Pioneer undertook the first road tour to Western Australia. Named the "Westlander Tour", it was the forerunner of many more tours and, later, express services to Perth across the Nullarbor.

The planning and thought which went into the Westlander was the same as required in the beginning with Mr. Withers, and the principles remain unchanged to the present time.

Changes and innovations are encouraged by Ansett Pioneer — even the first drivers' manual had a section in it asking for employees to volunteer suggestions and ideas.

So in 1963 came another first for the company, it joined the famous Gray Line Sightseeing Association, the first tour operator outside North America invited to do so, and is still the sole Australian representative of Gray Line Sightseeing Companies Associated (Inc.).

This organisation, established in U.S.A., circles the world through the U.S., Canada, Mexico, Africa, the Atlantic Island resorts, the Caribbean, across the whole of Europe, Britain, the Middle and Far East, the Pacific, and Central and South America.

It is not only a guarantee of standards of service, but it also provides a forum for the exchange of ideas, so that Ansett Pioneer is internationally recog-

nised as a coach operator, and at the same time kept abreast of world-wide trends.

## FORESIGHT

Ansett Pioneer has a world-wide network of representatives. It has its own offices in New Zealand, and is directly represented in Canada, Japan, Britain, South Africa and Singapore. In 1970, Ansett Pioneer entered into a cross-agreement with the world-famous American Greyhound company to act as agents on each other's behalf.

The leadership in the coach industry in Australia created by Ansett Pioneer has resulted in it being the sole representatives in Australia for the Gray Line sightseeing tours group.

Ansett Pioneer has also linked with Midland Tours in New Zealand and Pioneer-Midland operates a range of top class tours throughout New Zealand, especially designed for overseas visitors.

Determined to offer even better facilities for its users, the company in 1972 imported the first of a fleet of 40 foot long MC7 Super Cruiser coaches, built by Motor Coach Industries of Winnipeg, Canada — a wholly owned division of the Greyhound Corporation of America, the world's largest coach operator.

Their coaches, therefore, have all the safety and comfort features upon which Greyhound insist.

The arrival of Ansett Pioneer's first Super Cruiser in 1972 was the result of five years

of planning and preparation.

## NETWORK

Introduction of the Super Cruiser involved Ansett Pioneer in close liaison with Australia's five State Governments, the Northern Territory Administration and the Australian Capital Territory. Approval of all State Governments was vital before the Super Cruiser could be introduced to Australian roads.

The MC7 operated initially along eastern coast roads linking Adelaide, Melbourne, Sydney, Brisbane with Cairns in Northern Queensland, routes that were formerly the domain of the company's 35 foot coaches.

Now the company also operates a fleet of the later model MC8 coaches.

Could Mr. A. A. Withers, for all his foresight, have envisaged a Super Cruiser when he started out so long ago?

Could he foresee a time when half a million passengers would travel across the length and breadth of Australia on 143 coaches kept going by 700 employees?

Did he know that coaches would cost \$140,000 each, as the Super Cruisers do? Did R. M. Ansett know that fact when Ansett started out after the War building a bus for \$5,200?

Perhaps they did. For it is on the vision of men such as the Withers and the Ansetts of the world that companies such as Ansett Pioneer are born, and grow and survive. Their efforts provide the solid foundation on which even greater coach operations will be built.

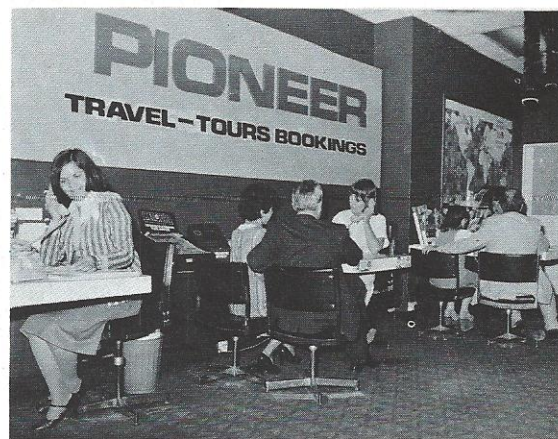
## How to get full details:-

Now you know something about the delights of modern coach travel, visit your travel agent for advice and full information. A wide range of brochures, outlining highlights and fares, is available for your selection.

The local Ansett Pioneer Travel Agents are listed in our display at this shopping centre.

See one of them now . . . and give yourself a real holiday.

 **ANSETT PIONEER**



# ANSETT PIONEER SHOWS YOU - **australia**

... Land of  
things to  
do ....

## Sightseeing:

So there you are in a capital city. And you've got no idea what to see, where to go, whether you've got enough time, or whether you've got enough money. So relax! Let Ansett Pioneer organise your sightseeing trip. Ansett Pioneer operate dozens of scenic day and half-day tours round and about the capitals, and other cities such as Cairns and Alice Springs. Pick a three-hour tour round the city, or a full day trip into the country. And the reasonable fare includes visits to many of the attractions en route. Let Ansett Pioneer help you to help yourself to a better holiday.

## Tours:

Ansett Pioneer's Town and Country Tours are the leisurely way to see Australia. If you want to wind down, join an Ansett Pioneer Tour. You travel around 200 kilometres a day, with a descriptive commentary from your Coach Captain, and frequent stops to take in the sights. At the end of each day there are accommodation stops at selected hotels and motels which are up to Ansett Pioneer's high standards. Tour fares include accommodation and sightseeing entrance fees (unless otherwise stated). Your coach is air-conditioned to 22°C, you relax in deep, comfortable, adjustable seats and view Australia through big, tinted windows.



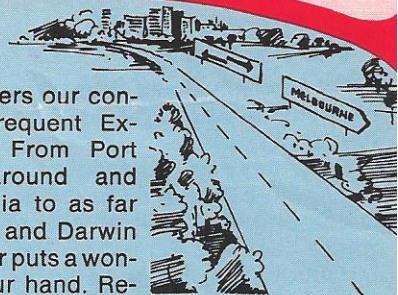
## Aussiepass:

Did you know that it costs only \$5.57 a day to see Australia. That's the incredible Ansett Pioneer offer, with their 35 day Aussiepass. For only \$195 you get unlimited miles of travel over a five week period. Or for just \$275 you can purchase the two months unlimited travel pass. You travel on Ansett Pioneer luxury Express coaches. In 35 days or two months you can see a lot of this big country, from Cairns to Port Hedland, Adelaide to Darwin, in fact nation wide! Your Ansett Pioneer Express coach is fully serviced with washroom, air-conditioning, adjustable seats, reading lights and tinted, non-glare windows. You enjoy Australia from ground level and you get a 10 per cent discount on selected accommodation, car rental and Pioneer sightseeing tours.



## Express:

Ansett Pioneer covers our continent with its frequent Express services. From Port Hedland — around and through Australia to as far afield as Cairns and Darwin — Ansett Pioneer puts a wonderful land in your hand. Relax in air-conditioned comfort. Our Express coaches are washroom equipped and the reclining seats and tinted windows make travel a pleasure. Ask your travel agent for an Ansett Pioneer Express timetable. Then leave the driving to us!



### The SUPERCUISER

An Ansett Pioneer fully-imported Super Cruiser Express coach. These coaches, costing \$140,000 each, cover the continent with frequent Express services.