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OTS Bus Wraps Debut This Week

(Oshkosh, WI.) The Oshkosh Transit System (OTS) is set to unveil full exterior advertising on two buses this week. The full bus advertisements, referred to as bus wraps, are sponsored by Affinity Health Systems. The bus wraps are expected to be displayed for 12 months. The first bus displaying the full wrap is expected to be in service starting Wednesday, February 16th.

“Bus advertising provides businesses a great opportunity to promote their message and the additional revenue generated helps Oshkosh Transit to offset local support required to operate the system,” said Chris Strong, City of Oshkosh Transportation Director and Manager of the Oshkosh Transit System.

The new bus wraps will cover the bus’s front, side, and rear exteriors. The wraps will not cover the front windshield, driver’s street side window, or the first window on the passenger side. The bus wrap material is vinyl and does not damage the bus’s surface. The full wrap will not impact the driver’s ability to safely operate the vehicle or the rider’s ability to use the bus. Both participating buses will be rotated on all routes.

For more information, please contact Dave Vickman at (920) 232-5341 or dvickman@ci.oshkosh.wi.us.

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