



FOR IMMEDIATE RELEASE
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Amadas Coach Delivers Mobile Marketing Vehicle to Zimmer Inc.

(SUFFOLK, VA) – Zimmer Institute debuts their new Mobile Learning Center, a triple slide Prevost H3 45-foot custom motor coach conversion from Amadas Coach of Suffolk, Virginia. The Mobile Learning Center is used as an education center for surgeons, hospital staff and patients.

“Amadas Coach designed an educational mobile learning facility for training orthopaedic surgeons, nurses and hospital staff. We worked closely with Amadas to create an innovative medical education learning environment. The Amadas team exceeded our expectations with a sophisticated look utilizing advanced multi-media technology. The positive feedback we have received has been overwhelming and our attendance has doubled. Our experience working with the Amadas team has been phenomenal in every aspect and I can’t thank them enough.” said Jill Best.

The new Mobile Learning Center is a 45-foot Prevost H3-45 with three slide-outs and wheelchair lift. Complete with more than 30 feet of display space for products, instruments, acrylic models and equipment for hips, knees, trauma, extremities, spine and orthopedic surgical products, the new Mobile Learning Center is a stunning high tech display and education unit for Zimmer products. There are four plasma screens – three inside the coach for surgeon presentations or showing DVD presentations and one in the lower bay for outside presentations. Workshop stations can be set up inside or outside the coach for “sawbone” surgical skills training or demonstrations.



Over the course of a year, Zimmer's Mobile Learning Center makes more than 200 scheduled stops, typically at hospitals where it is used to acquaint surgeons with the latest in orthopedic products and procedures and to conduct education training/in-services for hospital staff. The Mobile Learning Center will travel through the 48 contiguous states and parts of Canada welcoming more than 13,000 visitors on board. More information about Zimmer and the Mobile Learning Center can be found at www.Zimmer.com.

Amadas Coach was established in 1981 and is headquartered in two plants totaling 75,000 square feet in Suffolk and Moneta, Virginia. The company specializes in converting luxury motorhomes, executive coaches, marketing units and luxury seated coaches. The company's vehicles have been put to use by Kasey Kahne, Hendrick Motorsports, Bridgewater Associates, Keith Urban, RTM Restaurant Group, Kenny Chesney, the Dave Matthews Band and many other well known names. More information is available at (757) 925-2862 or by visiting www.AmadasCoach.com.

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