

## **FOR IMMEDIATE RELEASE**

### **Premier Transportation Named Official Transportation Partner of UTC Athletics**

#### **A New Era of Reliability, Safety, and Trusted Service for the Mocs**

**CHATTANOOGA, Tenn. — January 7, 2026** — Premier Transportation, recognized for its industry-leading training and professionalism, is now the Official Transportation Partner of Chattanooga Athletics, reinforcing its commitment to delivering safe, reliable, and professional motorcoach service across the region.

As a trusted transportation provider for the Southeast and beyond, and a member of the prestigious International Motorcoach Group (IMG), Premier is honored that the University of Tennessee at Chattanooga has chosen to rely on its team for the travel needs of UTC's athletic programs.

"We are excited about this next step in our relationship with Premier," said Vice Chancellor for Athletics Mark Wharton. "They live up to their name. We've enjoyed a long working relationship and are grateful to extend that into a vibrant partnership."

This designation marks an official milestone in what has already been a trusted, years-long relationship between Premier and UTC Athletics. Premier has supported the Mocs on some of their biggest stages—including transporting the Men's Basketball Team throughout their remarkable NIT Championship run, where longtime Professional Motorcoach Operator Robert Broomfield was even honored during the team's ring ceremony.

Premier has also been entrusted with postseason travel for programs like UTC Women's Beach Volleyball, safely delivering the Sandy Mocs to the NCAA Playoffs in Gulf Shores.

These moments reflect what has always defined the Premier–UTC relationship: unwavering reliability, deeply rooted trust, and the relationships built mile after mile.

"Being selected as UTC Athletics' Official Transportation Partner speaks volumes about the trust the university places in our team," said Taylor Thomas, General Manager of Premier Transportation. "We take that trust seriously. Every trip, every team, every mile—our focus is on delivering the safest, most professional experience possible. The Mocs deserve nothing less."

Premier's membership in IMG reflects its commitment to operating at the highest levels of industry excellence, a standard earned only by companies that meet rigorous benchmarks for safety, maintenance, customer service, and training. Premier also employs a full-time safety director and invests heavily in ongoing training for its Professional Motorcoach Operators, ensuring every trip adheres to the safest practices in the industry.

“This partnership reinforces what we work for every day,” Thomas added. “When a respected institution like UTC chooses Premier, it’s because they value dependability, precision, and people who genuinely care about the athletes and communities we serve.”

This collaboration with UTC Athletics builds on Premier’s growing footprint in collegiate sports transportation, further solidifying its reputation as a trusted partner to universities across Tennessee and beyond.

### **About Premier Transportation**

Premier Transportation provides best-in-class motorcoach services throughout Tennessee and the Southeast, specializing in athletics, corporate travel, school groups, tourism, and large-scale charter operations. With a commitment to uncompromising safety standards, exceptional customer care, and a “Day 1” service philosophy, Premier is driven to deliver an experience that feels brand-new every time.