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HSM Transportation Unveils VICTA™: A New Approach to Commercial Bus and Van Seating

HICKORY, NC – Feb 27, 2025 – HSM Transportation, a leader in seating solutions for vehicle applications, proudly announces the launch of VICTA™, a line of seats engineered to meet the evolving needs of the commercial van and shuttle bus industries. Combining practical innovations with modern aesthetics and exceptional comfort, VICTA transforms the interior look, feel and overall riding experience.

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“VICTA represents a fresh perspective on commercial bus seating,” said Mark Keesling, Vice President of HSM Transportation. “Our focus was to create a solution that addresses unique challenges of a growing industry, with quick deliveries, high service levels and ease of installation for manufacturers, combined with visually inviting and extremely comfortable seating for passengers. This is more than just a seat—it’s a commitment to enhancing how people travel.”

The VICTA™ Difference:

Each detail of a VICTA seat was purposefully developed to meet or exceed the expectations of vehicle builders, fleet operators and passengers. Even the name was thoughtfully selected to highlight key elements of the VICTA line:

- **Versatile** – A full line of seats to meet the wide range of vehicle applications, from perimeter seating to hi-back comfort to stowaway capabilities.
- **Innovative** – Engineered from the ground up to simplify manufacturing processes, reduce lead times, and maintain a wide selection of fabric cover options.
- **Comfortable** – Ergonomically designed with ideal cushion height, strategic bolstering, seat angle, and lumbar support to enhance the ride of each passenger.
- **Trusted** – Built by HSM, with a heritage of over 40 years of proficiency in transportation safety – including in-house facilities for robust testing, validation, and certification.
- **Aesthetic** – Modern, sleek design meets customization with numerous cover materials and colors to magnify interiors and complement the vehicle’s unique brand.

The line of seats was developed by HSM’s internal team, working with feedback from van and bus builders, upfitters and dealers. This resulted in VICTA having multiple essential elements.

Key Features Include:

- Preferred lumbar curve for superior ergonomic support
- Comfort-tuned cushions resting on a six-spring Flex-mat system
- Infinite Position Leg for ease of installation
- Redesigned belt retractor for enhanced safety
- Abundant upholstery options to upgrade, brand, and differentiate interior design
- Improved operational efficiency and integrated supply chain for timely delivery

Transforming Travel, Elevating Comfort

Created with both operators and passengers in mind, the VICTA line affords an ideal balance of functionality, safety, and style. Whether outfitting shuttle buses or equipping upscale charter vehicles, HSM's latest innovation meets the demands of today's market.

VICTA is available today from one of our US manufacturing locations. For more information about VICTA and the complete lineup of seating solutions, please visit [HSMTransportation.com](https://www.HSMTransportation.com).

About HSM Transportation

HSM Transportation is a trusted name in the vehicle seating industry. As a business unit of HSM Solutions, it shares an 80-year legacy of innovation, quality, and safety. Our integrated manufacturing, US workforce, and family-owned commitment to the customer, makes HSM Transportation a key supplier to the North American commercial transit and school bus sectors.

About HSM Solutions

HSM Solutions, based in Hickory, North Carolina, began as Hickory Springs Manufacturing Company in 1944. Today, with approximately 1,400 associates across 24 locations in 10 states, HSM serves the home furnishings, transportation, lawn and garden, powersports and industrial markets. HSM offers competitive integrated solutions for products requiring foam, metal, wire, converting, fiber and textiles.

HSM's commitment to quality, value, and collaboration has made it a trusted partner across the U.S. and Canada.

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