Midland Red designed its own buses for nearly half a century. From 1940 to 1969, Midland Red was one of the largest bus operators in the UK, with a fleet of over 1,000 buses and a network covering the Midlands and surrounding areas. The company was established in 1904 and became part of the Midland Motor Omnibus Company Limited in 1930. Midland Red was known for its innovative design of buses, including the S14, which had single rear wheels as an experiment.

The company operated in the Midlands and the West Midlands, and was known for its efficient and reliable services. Midland Red was one of the first companies to introduce air conditioning to its buses, and was also one of the first to introduce electrically operated windows. The company was also involved in the development of motorway services, and was one of the first to introduce the concept of the motorway service area.

Midland Red was a key player in the transportation industry, and was influential in the development of the motorway network in the UK. The company was also involved in the development of the coaching industry, and was one of the first companies to introduce the concept of coach tourism.

Midland Red was eventually sold to the National Bus Company in 1969, and the fleet of buses was gradually phased out. The company was officially dissolved in 1973, but the name Midland Red is still remembered as a symbol of the vibrant and dynamic transport industry in the UK.