



AMERICAN LAFRANCE®

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American LaFrance Expands Product Offerings to Include New Liberty™ Series Online “Build and Quote”

The American LaFrance product family is growing. Introduced at the Fire Department Instructors Conference (FDIC) in April 2005, the new Liberty Series of Pumper, Tanker, Rescue-Pumper and Brush Trucks will give fire and rescue vehicle managers the flexibility of design inherent in traditional American LaFrance vehicles, with notably shorter delivery times than highly customized vehicles. The Liberty Series also features a new Web site with a “Build and Quote” option.

“The Liberty Series takes the history, pride and passion of American LaFrance designs and makes it available to a wider group of customers,” said Mike Popovich, vice president of marketing and strategy at American LaFrance. “We have designed a new series of vehicles that offer customers both emergency and rescue vehicles that can still be customized – based on pre-designed American LaFrance packages. It simplifies their purchasing process to provide a high-quality, competitively priced vehicle in a shorter delivery time frame.”

The new Web site for the Liberty Series, www.libertybyamericanlafrance.com, offers a completely new way to order American LaFrance

vehicles. The site features the standard Liberty vehicles with different category menus to add additional options. The “Build and Quote” option will help customers get exactly what they are looking for and know exactly what it will cost. The vehicles are available on either a commercial or custom chassis, including the Freightliner M2, Sterling Acterra or the new Liberty four-door custom chassis. Each vehicle has the standard option of a formed aluminum or stainless steel body. The new Pumpers and Tankers also feature VMUX® solid state electronics for programming flexibility and strong system reliability. All offer a durable, high-luster finish as the result of a 15 step PPG body paint process.

The Pumpers

The Liberty Pumper offers a solution for any department’s needs. It features a UV-stabilized polypropylene tank in capacities up to 1000 gal and compartments with full-finish Zolatone® interior. A standard swirl finish aluminum pump house with stainless steel panels is included on this pumper.

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Aerial Mid-Mount Platform

American LaFrance Pushes Ahead as Industry Leader With New Improvements and Features for Aerial Product Line

American LaFrance has repeatedly pushed the aerial industry to new heights, and it's happening again. Committed to meeting the needs of the industry and providing quality products for emergency workers, new improvements to the American LaFrance Aerial product line enhance the safety and efficiency of the ladders. The improvements to existing products extend the capabilities of the largest selection of aerial products in the industry.

“To remain a leader in the fire-fighting industry, we have to continually conceptualize and develop new technology and advances,” said Michael Blouch, general manager of American LaFrance Aerials. “With years of experience in new product design, no one does that better than American LaFrance.”

The safety updates made to the existing aerials include an increase in the outrigger stroke by 10" (now 22"), making the leveling capabilities better. This will ensure the stability of the vehicle at the scene. In addition, the outrigger features a pin-less locking

mechanism for increased protection. Ladder wires have been concealed to clear the walkway – saving lives is hard enough and thinking about wires should not be a concern. The compartment wiring has also been concealed so it is not in the way. The platform has a larger work area, making it safer for personnel. These safety improvements are important to American LaFrance because as workers answer the higher call of saving lives, they should be confident in the quality and reliability of the equipment they are using.

Service features include improved slide pad service access, improved retractable monitor control and easy load-side hose body. To go one step further in helping the ground crew, the aerials feature increased body storage with full-height and full-depth compartments.

Additions to the aerials complement today's designs that already include optimum ground ladder, water, hose and storage packages. The aerials are available in an aluminum or stainless steel body. The uniform

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DID YOU KNOW

American LaFrance is a flagship partner of the National Fallen Firefighters Foundation (NFFF). The NFFF has developed and expanded many programs throughout the country to honor fallen fire heroes and assist their families and coworkers.





1959 American LaFrance Series 900 Fire Truck

Article submitted by Douglas Hutchings Vernon Hills, IL (vehicle owner)

This apparatus was built at the American LaFrance plant in Elmira, New York in the Fall of 1958 and delivered to the Port Monmouth Fire Company in Port Monmouth, New Jersey on Sept. 10, 1959.

Put in service as Engine 161 for the Port Monmouth Fire Company No. 1 in the Middletown Township Fire Department (MTFD), it became part of the largest volunteer fire department in the United States (eleven separate fire companies, an air unit and special services division), which traces its humble beginnings to summer 1922. This engine was the fourth apparatus purchased and was the heart of the operation from 1958-1973, was completely refurbished in 1973, and retired in 1998.

The heart of this apparatus is a Continental, Model-K, 6-Cylinder engine-602CID 245HP. Continental Motor Company engines were put in American and British Tanks during World War II. There is a centrifugal mid-ship water pump that displaces 750 GPM and has an on-board 500 gal tank.

Since its retirement from active service, it has been in private ownership and kept in its "original ready" condition with loving maintenance. With the exception of a complete transmission rebuild last summer, it has required only modest repairs since my acquisition nearly 1 1/2 years ago. The old girl has less than 30,000 road miles, and after every outing is washed and put back to bed. She has a few battle scars that give her character and are always fun topics for conversation.

As with most young boys, who are now older men, the sight of a beautiful bright red fire engine screaming down the street brought back a flood of memories from youth. This was a golden opportunity to own and preserve a piece of American history and enjoy that bygone era with my family today. Our whole family rides in parades, goes for sunny day gallops and attends musters and fire engine rallies.

New Technologies Soon For Your American LaFrance

New Roll Stability Control System

Recent work with Meritor Wabco helped to develop a new roll stability control system. Freightliner, our sister company, has already successfully implemented this technology into over 8,000 of their vehicles with tremendous success.

New Bendix Knorr Brakes

Bendix/Knorr brakes that are already being used in millions of vehicles in Europe can increase stopping distance when compared with traditional drum brakes by 137%.

New Axle Alliance Company

Steer and drive axles from Axle Alliance Company are now standard on new vehicles. These new axles increase ground clearance, reduce vehicle noise and will also be available in a one-piece carrier for more rugged use.

New Strider Independent Front Suspension/Timoney Technology

Strider Independent Front Suspension developed in conjunction with Timoney Technology is designed for use with the Bendix/Knorr brakes and features variable rate coil springs for better performance than torsion bar suspensions. These will be available on select vehicles for immediate new bid-quoting for delivery in April 2006.

New 500 lb Tip Load

The following features have been added for our aerial customers: Shorter outrigger distance of 12 ft, increased performance of aerial waterway flow, and increased range and stability of aerial operations.

New Eagle Enclosed Pump Housing

Pump controls are located inside the cab to remove the pump operator out of the weather. Vista-style windows allow the pump operator visibility around the fire.

American LaFrance would like to send a thank you to the sponsors of the 2005 National Sales Meeting held in Charleston, South Carolina. The meeting started on March 20 and ran through March 23. It was a great success thanks to the following sponsors.

Hale Products, Inc.
DaimlerChrysler Services
-Truck Finance
United Plastic Fabricating, Inc.
Whelen Engineering
Caterpillar Inc.
Hannay Reels

Weldon Technologies, Inc.
Akron Brass Company
Cummins Atlantic
Elkhart Brass Mfg. Co.
Harrison Hydra-Gen
POK of North America
ProPoly

Task Force Tips
Red Dot Corporation
W.S. Darley & Company
911 Seats Incorporated
Havis-Shields Equipment Corp.
R-O-M Corporation
Transportation Safety Technologies

Code 3, Inc.
Fire Research Corp.
Real Wheels Cover Co., Inc.
Meritor Wabco
Chamberlain Marketing
Timoney Technology

Raydan's Air Link™ Delivers

Raydan Manufacturing is proud to work closely with American LaFrance in providing the best equipment on the market today. Raydan's revolutionary Air Link™ air ride walking beam suspension for tandem axles is tough, dependable, requires low maintenance, and keeps passengers and equipment safe on the road.

In keeping with their high levels of quality, American LaFrance has chosen Raydan's tandem axle Air Link™ suspension for its torque box chassis. The Air Link™ protects the cab, crew, chassis and mounted equipment from bumps and grinds, supports and evenly distributes the weight of the truck, provides stability, rollover resistance and constant ride height, and maintains wheel alignment.

In addition, when the outriggers are retracted there is only a 2" frame drop which allows the truck's overhang to easily clear any ground obstruction that may otherwise damage the vehicle.

The Air Link™ is the suspension of choice for all tandem axle fire and rescue vehicles. This unique combination of air ride and walking beam delivers everything you look for in a severe service suspension – high-roll stability, low maintenance, reduced equipment damage, and a smooth ride.

For more information on the Air Link™ contact Raydan at 1-888-472-9326 or visit us on the web at www.raydanmfg.com



**DEALER
FOCUS**

American LaFrance Names Fire Service, Inc. Dealer of the Year

Reputation and Customer Service Keys to Success



Award presented at 2005 National Sales Meeting

Fire Service, Inc. of Saint John, Indiana was recently named Dealer of the Year by American LaFrance. This highly esteemed award is given to the top dealer in the country based on a variety of factors including sales activity, customer service and investment in their American LaFrance franchise. American LaFrance recognizes the significant accomplishments Fire Service has made as a dealer of just one year.

Fire Service began 14 years ago as a one-man service shop, owned and operated by Shawn Junker. No matter what the make or model of the fire truck, customers knew Junker could fix it – and fix it well. Over the years, customers grew to respect and trust Junker. His service was far superior to any competitor's.

"Shawn provides a level of service that exceeds competitors," said Scott Barnes, vice president of sales with American LaFrance. "As a result, customers trust his company and want to purchase their products and vehicles there. It's amazing what they have been able to accomplish as a new dealer for American LaFrance in just one year, and it's all because of great service, customer support and an excellent business plan."

Fire Service's unique business model helps drive American LaFrance sales by maximizing the sales team's time with customers. Seven full-time salesmen are constantly in the field, with little paperwork at the office slowing them down. A separate sales manager and sales administrator tend to the paperwork aspect of the sales process – drawing up specifications and quotes for the customers. This system allows the sales force to maximize their time interfacing with the customers, thereby increasing the number of sales. In addition to American LaFrance, the sales team is also responsible for selling loose equipment, including Morning Pride personal protective gear and ISI Instruments breathing apparatus.

As a result of the excellent reputation for service and customer service, Fire Service now has two locations: St. John and Columbus, Indiana. Its St. John facility is 18,250 sq ft and serves as the sales and service headquarters. The company recently opened the Columbus facility, which is 7,550 sq ft.

Even though the company has expanded since its beginning, it still continues today what it began 14 years ago – servicing fire trucks and emergency vehicles. The company now employs 10 full-time technicians, and two full-time parts personnel at the St. John facility and two additional technicians at the Columbus location. Service technicians are certified and factory trained, and Fire Service offers what they call the "Six R's of Service" – Repair, Refurbish, Rebuild, Repaint, Re-chassis and Recertify. Customers come from multiple

(Continued on next page)

New e-mail address dedicated to Customer Support
customersupport@americanlafrance.com

The Customer is Part of the Design Team at the Casper Facility



The Casper facility measures 62,200 sq ft. The production work force of approximately 100 people is responsible for as many as 45 vehicles on any given day.

On a cool winter's day in Casper, Wyo., a small group huddles around schematics and dinner in the main conference room at the

Casper Facility. At the table, Carl Becker and Kenny Johnson, the general manager and production manager at the American LaFrance production facility in Casper, explain to a customer exactly how their team will produce the customized vehicle requested.

This has become a common sight in Casper. For 17 years, the American LaFrance facility has manufactured custom-designed E-Class extruded aluminum bodies for fire and rescue vehicles including Fas Tak, Pumper, and Rescue trucks. And for 17 years, the customer has been an intimate part of that process.

"If the request is reasonable and within legal boundaries, we can build it," said Arnold Heller, the sales manager at the facility. "We have the unique ability to build customer-designed vehicles, 'one of a kind' and meet unique customer specific requirements."

This enthusiasm goes much deeper than the management and product design team. On the Casper shop floor, everyone is responsible for meeting the

unique requirements of each vehicle. For that reason, Johnson doesn't refer to his employees as shop foremen and lead people – they're "floor engineers."

"The customization these bodies require means that – potentially – every job is unique," he explained. "Our floor engineers have to be up to speed on the most recent manufacturing processes and on any new components or features the customer might request. That is a challenge that our people rise to meet every day."

In addition to customization, product quality has remained a constant at the Casper facility.



Employees are dedicated to the business, with some working at the facility for 15 years. They take tremendous pride in the fact that since they opened the doors 17 years ago, there have been no reported structural failures or breaks in the extruded aluminum bodies they have produced.

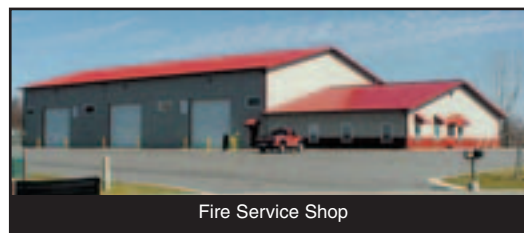
Customers have come to count on the detail, customization and product quality produced at the Casper facility – making for many more visits to that conference table with Becker and Johnson.

(Dealer of the Year Continued)

states to have their vehicle serviced by Fire Service. In addition, a mobile road service vehicle is in the process of being outfitted to address in-station service and warranty needs for customers.

One quick glance at Fire Service's customer mix and it is easy to recognize that many of them are long-time buyers of competitor products. Customers are turning from their long-trusted products and inquiring about

American LaFrance vehicles not only because of the growing quality of the American LaFrance line, but because of the quality service and customer support Junker instilled in the business many years ago.



Fire Service Shop

As American LaFrance continues to build a world-class custom manufacturing organization, the company is adding and repositioning talented individuals to successfully manage customer relations and lead the company into the future.

"These hires illustrate the continued focus on customer service and our overriding effort to meet and exceed customer expectations," said Mike Popovich, vice president of marketing and strategic planning. The following employees are joining American LaFrance in new or expanded roles:

- **Dori Chitayat**
Pricing Manager
- **Bob Colter**
Territory Sales
Manager-Michigan
- **Jimmy Faulkner**
South Central Regional
Service Manager
- **Roy Gotshall**
North Central Regional
Service Manager
- **Debra Green**
Parts Coordinator,
Sanford Facility
- **Joe Verrill**
West Coast Regional
Sales Manager
- **Mathieu Warwick**
Warranty Analyst



American LaFrance Helps Arizona Develop Solution to Multiple Municipality Emergency Needs

With homeland security becoming an ever-increasing concern and natural disasters occurring with little or no warning, the state of Arizona is making sure they are ready and outfitted with the best available technology and equipment. They wanted a fleet of vehicles ready and on-call to service any area of the state. The city of Phoenix acted as a leader in organizing a multi-municipality rescue task force to address this need and called on American LaFrance to help.

The committee brainstormed current needs in the emergency service area at the state and local level. The group quickly realized they had a similar need for the make of the units, yet each municipality had different customization needs. They applied for a United States Homeland Security grant to purchase eight

Urban Search and Rescue (USAR) units. Because American LaFrance was already supplying the fire departments with pumper and ladder trucks, it was a natural transition to inquire if the company could once again meet this need.

The Arizona task force presented American LaFrance with a 20- to 30-page itemized list of necessary equipment for the USAR units. Tom Shand, sales administrator for American LaFrance, said that listening to these groups was of utmost importance. "The most important aspect in a client relationship is listening to the customers' needs," said Shand. "American LaFrance was able to do that and develop solutions to those needs. The many municipalities in Arizona had one common need, yet through our ability to customize we are able to provide

each community with the exact solution." That solution is in the form of an American LaFrance Eagle 148" model with a 20" raised roof, complete with the necessary urban search and rescue tools included on the task force's 20- to 30-page equipment list. Each municipality agreed upon the overall design of the Eagle and will receive its unit(s) with even more customization to fit its community's needs.

The first unit is scheduled to arrive in Phoenix in spring 2005. It will be premiered at the Fire Department Instructors Conference in Indiana. Phoenix will receive three units and plans to staff one with six crew members for daily use. Tucson is scheduled to receive two units, and Chandler, Tempe and Glendale will each receive one.

(Continued from page 1)

Full-body durability testing was performed to guarantee the same quality and safety as found in all American LaFrance vehicles.

The Liberty Rescue-Pumper is designed specifically for rescue purposes. It features a UV-stabilized polypropylene tank with up to 1000 gal capacity. This pumper also features an industry leading standard body design that offers low hosebed height with rear storage for both ladders and hand suction hoses.

If a customer needs emergency capabilities in hard to reach places, the Liberty FasTak brush truck may be the right vehicle. The FasTak has a mini-style body, allowing it to maneuver in rigorous terrain. It is mounted on a two-door Ford® F450 chassis. The aluminum body includes 270 cu ft of enclosed storage space, full-height left and right compartment configurations and is supported by 3" x 3" x 3/8" extruded cross

members. The off-road capabilities include a separate Briggs and Stratton® engine-driven pump for "pump-and-roll," completely independent of vehicle speed and four-point spring mounting for superior off-road flexibility. The single hose reel on the front of the body enables easy fire-fighting access from either side of the vehicle.

The Tanker

Classic in look, the Liberty Tanker provides the superior performance found in all American LaFrance vehicles. The formed aluminum body features an aluminum sub-frame with 3/16" 5052 aluminum body panels. The UV-stabilized polypropylene tank features capacities up to 2,000 gal on single rear axles, or 3,000 gal on tandem rear axles. The hinged pump house panel facilitates easy service access, and compartments feature full-finish Zolatone® interior.

Liberty™ Series Features and Benefits

Pumpers

- Full right side hinged access panel on pump house for superior maintenance and service access.
- Tank capacities up to 1000 gal in a UV-stabilized polypropylene tank.

Tankers

- Industry first independent UL welder certification.
- VMUX® solid state electronics for maximum programmable flexibility with strong system reliability.

FasTak

- Separate engine driven pump with Briggs and Stratton® engine for true off-road "pump-and-roll" independent of vehicle speed.

New American LaFrance Brand Campaign Features Real People and Real Passions

During the past 173 years, American LaFrance has become a staple of the fire, rescue and EMS industries – with a history rich in product diversity and customer support. The company strives to instill the same commitment, pride and passion in its employees and products that are prevalent throughout the industry. Fire, rescue and EMS workers are able to count on the quality and durability of American LaFrance products every time they respond to a call.



To reflect those qualities, American LaFrance recently unveiled a new marketing campaign. New ads and promotional materials focus on the people of the industry.

“Featuring the faces of the fire, rescue and EMS industries in our advertising is a way of saying that we have a deep respect for

the people in our industry and are proud to be an integral part of their lifesaving efforts,” Karen Haun Manager of marketing at American LaFrance said.

“People count on these individuals in the worst moments of their lives. We want them to know they can count on American LaFrance products to support them.”

In the coming months, American LaFrance will be unveiling additional components of the new campaign through advertising, sales tools and collateral pieces. The goal is to show that American LaFrance is more than just a vehicle manufacturer. The company plays a critical role in the life and livelihood, saving business by supporting fire fighters and emergency workers in the best ways possible.



(Continued from page 2)

features found in all aerials include the triangulated “K” bracing at each ladder rung for increased lateral stiffness, dual cylinder extension system for



Clear ladder walkway for easier access

rigidity and smooth operation, concealed wiring in compartments and fully enclosed ground ladder banking. Customers can choose from a variety of cab lengths on the Eagle or Metropolitan chassis. In addition, the aerials host a feature-packed common modular platform design, rubber rung covers for superior grip and ice shedding, out-and-down outrigger system for flexibility of placement at the scene and usage of both square and rectangular upright and diagonal bracing in ladder design for increased strength and rigidity.

Beyond all of these new features, the new roll stability control

system by Meritor Wabco is now available on the Tractor-Drawn Aerials.

American LaFrance has a rich history of serving as the industry leader of aerials. The company began producing the vehicles in 1882 and continued reaching great heights through technology advances during the 20th century.



Low ground ladder storage

Introducing Vantage Plus

From DaimlerChrysler Services Truck Finance

American LaFrance and its sister finance company, DaimlerChrysler Services (DCS) Truck Finance, are making significant strides to find more purchase solutions for their customers. As a result of this focused direction, DCS has established a dedicated sales team that recognizes the unique nature of the Municipal Finance market. They know American LaFrance EMS and rescue apparatus and understand the support American LaFrance dealers need.

DCS has created VANTAGE PLUS, a unique finance program that gives American LaFrance dealers more tools to help their customers obtain necessary equipment for their communities. DCS worked closely with American LaFrance to develop real world savings and opportunities for communities on how Municipal Financing can go beyond meeting immediate needs. VANTAGE PLUS allows communities the option to upgrade to American LaFrance’s industry leading EMS and rescue vehicles without major capital expenditures.

When the safety of your community is being considered, it’s worth discussing VANTAGE PLUS. Contact your local American LaFrance dealer to learn more.

American LaFrance Strengthens Support Network by Adding New Regional Service Managers

American LaFrance Corporation is expanding its service network by adding new regional manager positions throughout North America. This will give local fire and rescue operators better and faster access to support services. The new regional service manager network will be made up of expert tradesmen who will provide key regional support.

“We already have some of the best service personnel available. We are strengthening that existing system to create the most knowledgeable and dependable service network in the industry,” John Stevenson, president of American LaFrance, explained. “To accomplish this, we have established stringent standards that individuals must meet before qualifying for these regional leadership roles. Our first three hires, Joe Verrill, Jimmy Faulkner and Roy Gotshall, are well-known leaders in the industry with significant service-related experience. We believe that they are the best in their regions when it comes to understanding vehicle mechanics and service support.”

Joe Verrill is the new West Coast regional service manager. He has extensive experience in the industry, serving as a road mechanic, service

shop supervisor and service technician and trainer for Ladder Towers, Inc. He has also worked for two American LaFrance dealerships, American LaFrance of Los Angeles and Hi-Tech as the Southern California service manager and as a chief at his local fire department. Verrill is a board member of the California Fire Mechanics Academy.

Jimmy Faulkner is the new South Central regional service manager. He has more than 20 years of experience dealing with vehicle issues. Since 1998, he has been the president of Special Equipment Services, Inc. He has worked as a fire-fighter and paramedic for his local fire department and holds many fire industry related certificates.

Roy Gotshall joins American LaFrance as the North Central Regional Service Manager. He will be responsible for addressing service concerns for American LaFrance throughout the north central region of the US. His experience in the fire industry dates back over 20 years. During the 18 years Roy spent with Simon Duplex, he held the positions of warranty/service manager, field service representative, and shop technician.



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