



FLASHPOINT

THE OFFICIAL NEWS OF THE AMERICAN LAFRANCE COMPANY

AMERICAN LAFRANCE®

FALL 2004

VOL.1



American LaFrance Charleston, SC

Charleston Headquarters Celebrates Two Year Anniversary

Company Seizes Leadership Position for Custom Apparatus Manufacturing



Eagle® Mid-Engine™ Pumper



The Inspection Bay



The Production Line

Inside the 500,000 sq ft manufacturing facility, American LaFrance's 653 Charleston employees are celebrating the second anniversary of the plant – and they have a lot to celebrate. In the 24 months since the doors opened, American LaFrance has implemented new technologies, attracted industry talent, and worked to create a state-of-the-art manufacturing facility for fire engine and rescue equipment. “As a leader in custom apparatus manufacturing we offer leading edge designs and quality manufacturing that translates into the best possible products for our customers,” said Marc Gustafson, President of American LaFrance. Under Gustafson’s leadership, the company has made significant strides in bringing new products to market that reflect the heritage that American LaFrance is

known for. Today, American LaFrance is delivering L3™ Class pumpers, rescues, and custom products from multiple production lines. The company operates three production lines at the Charleston facility, including two dedicated to pumper and rescue vehicles and a third focused on unique custom units. With extensive research and development capabilities and resources, American LaFrance is designing new products that will meet the requirements of the future. The Charleston facility world headquarters is the site of research and development, customization, and new products. With a staff of 80 engineers and the latest CATIA CAD system, the American LaFrance team is developing products that meet industry and customer demands. Further, American LaFrance (See HQ continued on page 7)

IN THIS ISSUE



2 Product Focus

3 American LaFrance Heritage

4 Dealer Focus

5 New Employees

6 Customer Focus



The L3 Class Pumper

New L3™ Class Pumpers Gain Acceptance and Generate New Orders

American LaFrance unveiled the new L3™ Body Class in April at FDIC in Indianapolis, Indiana and emphasized how the new product line offers best-in-class appearance, versatility, and reliability. With a variety of design configurations, the American LaFrance Body Class provides the ultimate in flexibility to meet every application. "The new L3 Body Class is the result of a truly collaborative effort among American LaFrance engineers, dealers, sales, and customers to create the new product that delivers a truly integrated design to benefit our customers," said Marc Gustafson, President of American LaFrance.



Classic American LaFrance look

Classic Look Found in Design Details

Engineered with attention to detail both inside and out, the L3 Body Class carries the classic American LaFrance look backed by subtle design features that not only add

to the fire body's overall look, but also its performance integrity. From the anodized aluminum rub rails to the stainless steel, diamond plate trim, the L3 Body looks as well as it performs...first-class. Even the compartment interiors shine with pride as their Zolatone® coating and resilient finish give them a clean, finished appearance.

Providing a quality, final touch to the L3 fire bodies, American LaFrance uses a 15-step PPG paint system to apply the customer's choice of paint color, which is sealed with a durable, high-luster finish and backed by a 10-year paint warranty.

Versatility of L3 Delivers Advantage to Customers, Dealers

"One of the key advantages of the L3 Body Class is the availability of multiple configurations, providing customers with many options to choose from to meet their specific needs," commented Doug Kelley, Manager of Fire Body Engineering for American LaFrance. Both full- and recessed-depth compartments are available with high, low, or three-quarter height body sizes, addressing the full range of storage and operational requirements. Various water tank sizes, up to 1,000 gals, are also available, adding to the products versatility. And for ladder storage

(See L3 continued on page 6)

AT-A-GLANCE

Appearance:

- Classic American LaFrance look.
- Diamond plate, stainless steel trim.
- Durable, high-luster paint finish.
- Available in unlimited color combinations.

Versatility:

- Several base body configurations and options.
- Aluminum or stainless steel body construction.
- Full-depth or reduced-depth compartments.
- Tank size options up to 1000 gallons.
- Multiple ladder storage options.
- Choice of custom Eagle, Metropolitan or Freightliner M2 chassis.

Reliability:

- High strength 3/16-inch aluminum (5052) body skin.
- Integral design combines both formed and extruded aluminum materials.
- Optional stainless steel body provides maximum resistance to corrosion.
- Durable swing-door hardware ensures positive locking and easy access.
- Self-supporting integral sub-frame design provides maximum strength.
- FMS™ mounting system extends service life of the body by reducing shock and torsional loading.



Type 75 Symbolic of American LaFrance's Legacy

Truly a classic, the popular Type 75 had a good year in 1926...in the midst of the roaring twenties when legacies were born and spirits were high. Today, American LaFrance proudly features a 1926 model of its popular Type 75 fire engine in its museum. A favorite among fire departments across the United States, the Type 75 was originally introduced in 1915 and became the modern motorized vehicle that replaced horse-drawn apparatuses for many engine companies in the United States and abroad. In fact, almost every engine company in New York City had a Type 75. The FDNY equipped their engine companies

with American LaFrance's Type 75 from the teens of the twentieth century through the early 1920s. With an open cab and right-hand drive, the Type 75 featured a 6-cylinder, T-head engine with 105 horsepower. In 1926, Type 75 held its popularity, and American LaFrance manufactured 150-200 models that year. From 1915 to 1927, American LaFrance produced and delivered Type 75s to fire departments all around the world. The Type 75 clearly demonstrates American LaFrance's legacy and its long-standing heritage as a leading manufacturer of fire engines with superior quality and performance.

DID YOU KNOW

American LaFrance is working in conjunction with the City of North Charleston on a new fire museum to house the American LaFrance collection of vintage vehicles. Opening is scheduled for December of 2005.



5 of 7 model HD 75s Aerials Bought by Miami-Dade County Fire Rescue

Sales Contact:
American LaFrance, Paul Stephenson
800-292-2376

Department/Chief:
Miami-Dade, Chief Fernando Fernandez and Chief Mike Dunn



Fairbanks, Alaska Vehicle Produced at Casper Facility

Dealer/Contact:
Quality Equipment, Bob Cannon
907-349-6215

Department/Chief:
Fairbanks, Chief Warren Cummings

VEHICLES AVAILABLE FOR IMMEDIATE DELIVERY
L3 pumpers available for immediate delivery. Contact your local dealer or visit www.americanlafrance.com

Detroit Diesel's Series 60®

The #1 Best Selling Heavy-Duty Diesel Engine

Detroit Diesel's Series 60® has been one of the best selling heavy-duty diesel engines for the last twelve years, and today there are more than 760,000 Series 60 engines in service.

As one of the leaders in the fire and crash truck market, the Detroit Diesel Series 60 is certified for 2004 emission standards and provides increased acceleration due to the new high-performance turbocharger. The Series 60 offers greater performance and fuel economy at low- and mid-range RPM. Plus, the Series 60 features proven DDEC electronic controls with unsurpassed functionality and reliability offering precise pressure governing features.

Detroit Diesel's Series 60 captured the attention of sister company American LaFrance, and today the Series 60 is standard in the Eagle® Mid-Engine™.

Detroit Diesel prides itself on their service network, and with over 176 distributors and 600 dealers, Detroit Diesel provides engine service when and where you need it. The Detroit Diesel engines are at the heart of many American LaFrance fire trucks, providing more horsepower, higher torque ratings, innovative technology and superior fuel economy.



For more information, visit www.detroitdiesel.com.



Indiana-based Fire Service, Inc. Rapidly Generates New Sales

In the first six months as an American LaFrance dealer, Fire Service, Inc. (FSI) has generated new sales at a fantastic rate. FSI team members working with American LaFrance District Manager Jim Castellano quickly secured a three-year contract



with Fort Wayne, Indiana for the purchase of twelve pumpers and two aerials. FSI has also secured three additional contracts in the Indiana area for one aerial and two pumpers. "These initial sales indicate the beginning of a long and successful relationship between the two companies," said Shawn Junker, General Manager.

In its service to customers throughout Indiana and the Chicagoland area, FSI delivers a strong team of sales, service, and support personnel to manage American LaFrance equipment sales. FSI, which originally started as a repair service center for emergency equipment 13 years ago with only one service truck and two mechanics, has grown into a company that is one of the largest equipment dealers in the Midwest. FSI offers fire protection and emergency vehicle equipment sales and

service, custom-built brush vehicles, off-road skid units, and tankers in addition to its core maintenance and repair services.

"We're grown to meet the demands of the area while maintaining our superior level of service to our customers," said Junker, who also owns FSI with Michael Muenick and Dewey Snow.

In 2003, FSI moved into its new 18,000 sq ft state-of-the-art facility, which includes 12,000 sq ft of service bays, a fabrication area, a large parts room, main office, sales department, and equipment showroom. Also on FSI's three-acres of property in St. John, Indiana is a 3,000 sq ft building that houses a 30,000 gal underground tank giving the company year-round pump testing capabilities.

With its advanced facilities and equipment combined with a dedicated staff of professionals, FSI is poised for continued success as it delivers American LaFrance fire trucks and apparatus to the Indiana region.



NEW EMPLOYEES

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 over-riding 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:

- **David Fink**, Service Center Manager
Sanford, FL. Fink previously worked in Ocala, FL
- **Arnold Heller**, Sales Manager
Casper, WY. Heller returns to American LaFrance
- **Shawn Soneson**, Quality Assurance Coordinator
Casper, WY
- **Robert Prince**, Monroe County Sales Representative
Hamburg, NY
- **Zeb Webb**, Sales Inspection Coordinator
Charleston, SC. Webb previously worked in Sanford, FL
- **Derek Trimble**, Customer Service Engineer
Charleston, SC
- **Jim Feldman**, Sales Coordinator
Charleston, SC
- **Mike McElhinney**, District Sales Manager
Charleston, SC
- **Colin Chambless**, Northeast Regional Sales Manager
Charleston, SC
- **Tracy Denson**, Customer Support Administrative Assistant
Charleston, SC

Manufacturing Excellence: A Glimpse Inside

Under the leadership of President Marc Gustafson, American LaFrance has transformed each manufacturing facility into strategic sites of "focused excellence." By attracting talented people, bringing them together in quality facilities and providing them with the tools they need to service customers, American LaFrance is raising the bar for emergency, rescue, and fire custom vehicles. "By promoting focused excellence, we are able to turn each facility into a core product producer that allows each to be the best-in-class."



Sanford, FL
Ambulance and rescue



Casper, WY
Custom pumpers and wildlands



Ephrata, PA
Aerial products



Hamburg, NY
Custom pumpers

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



Montross Volunteer Rescue Squad Gives Two Thumbs Up to Dealer and American LaFrance MedicMaster®

The Montross Volunteer Rescue Squad, which put a new MedicMaster® ambulance into service, gives two thumbs up to Performance Specialty Vehicles (PSV) and American LaFrance MedicMaster. “I would like to thank PSV and American LaFrance MedicMaster for the excellent

customer service they have provided to the Montross Volunteer Rescue Squad,” said Darrell S. Johnson of the Montross Volunteer Rescue Squad.

When the Montross Volunteer Squad first began looking for fire engines, they interviewed eight dealers. After careful review and selection they selected PSV and American LaFrance MedicMaster – and they are pleased that they did for this custom project. “Throughout the entire process, we were e-mailed pictures of the ambulance to assure that our expectations were being met.” Customization of the MedicMaster ambulance

was important as Montross wanted to duplicate the look and structure of the rescue squad’s existing Lifeline Unit.

“American LaFrance MedicMaster has proven they can do whatever the customer requests,” he said. With the delivery of the vehicle, high level of customer service, and overall positive experience, Johnson said the squad’s experience with PSV and American LaFrance MedicMaster was positive and memorable. “All parties involved have gone above and beyond my expectations and I would definitely recommend PSV and American LaFrance MedicMaster to anyone.”

L3 (continued from page 2) preferences, the L3 Body Class is available with single-arm lift rack, dual-arm lift rack, internal slide-in, and exterior mounting brackets. Another standard feature on both aluminum and stainless steel bodies is the classic designed stainless steel modular pump house providing maximum strength and corrosion resistance.

Material, Design and Construction of L3 Body Mean Total Reliability

Available in aluminum or stainless steel, the L3 fire body offers extraordinary strength and durability. The aluminum body, which combines both formed and extruded aluminum materials, features extrusions of 3/8-inch material while the formed sections feature high strength 3/16-inch aluminum (5052) body skin. “The aluminum is 150% more resistant to impact and 230% more resistant to bending when compared to the industry standard of 1/8-inch aluminum thickness, a great advantage for our customers,” Kelley said. The stainless steel body features formed construction, and the 12-gauge, 304 L material provides maximum resistance to corrosion. On both the aluminum and stainless steel bodies, stronger weld seams are found throughout, increasing the vehicle’s service life and performance.

Another key construction feature adding to the products’ reliability is the body and sub-frame being constructed of similar materials. This prevents corrosion due to electrolysis commonly found in fire bodies with a steel sub-frame. This feature significantly enhances the appearance of the apparatus and, more importantly, extends its service life.

Offering electrical benefits as well, the L3 features V-MUX® multiplex technology where wires are routed in the body to improve reliability. The system is reconfigurable and expandable and delivers solid state electronics.

The secret to the L3’s success is the monolithic design, meaning the fire body exists as a self-supporting whole, isolated from the chassis frame system, which makes it dynamically configurable and customizable. The fire body does not rely on the chassis frame for strength, and can be easily removed from the chassis, as needed, with the Flexible Mount System™ (FMS). The FMS isolates the body from the chassis to minimize shock that could result from torsional stress caused by chassis movement.



Uni-strut rails



FMS™ Mount System



Self-supporting sub-frame

American LaFrance Appoints National Advertising Agency

American LaFrance has appointed Henderson Advertising to support and implement national advertising, public relations, and direct marketing strategies to promote the American LaFrance brand and advance the positioning of the newly revitalized company. “Henderson has a depth of experience in transportation and a proven track record that brings significant value to the table,” said Michael Popovich, Vice President of Marketing and Strategic Planning. Henderson Advertising is working with American LaFrance to develop national business-to-business advertising, public relations, and direct marketing programs that will highlight the authentic fire engine brand that was first established in 1832. “The American LaFrance win provides an excellent opportunity to work with a brand that has a rich heritage.

We’re working diligently with them to take the company’s marketing to the next level,” said Dan Gliatta, Account Director. Henderson – a full service agency with a history of supporting national brands – also represents Freightliner Sprinter Vans, a product of DaimlerChrysler Vans, and is currently conducting national advertising programs to support the Freightliner Sprinter. Henderson has continually gained national recognition for its creative work and recently received the national Silver ADDY® award for a campaign completed on behalf of Michelin® Americas Truck Tires.



HQ (continued from page 1) has installed the latest in shop floor technology that fully documents all component parts, allows employees to fulfill the stringent quality standards, and provides service documentation for the life of the vehicle. Under the leadership of veteran manufacturing executives, the shop employees of American LaFrance are creating products that bring utility, endurance, and pride to the customers who purchase the vehicles.

American LaFrance, a company owned by Freightliner, is part of the DaimlerChrysler family, giving the company a depth of resources to tap into for knowledge, research, and development. For example, American LaFrance uses Electromagnetic Interference (EMI) and proving ground testing that generates valuable information regarding product durability and strength.

Through the successful combination of new leadership, technology, and quality standards, American LaFrance continues to move forward with bringing new products to the market.



Weldon’s New Vista III Control Center

Weldon Technologies, Inc.’s newest addition to their V-MUX® multiplex system is the Vista III user interface. This full-color display features four buttons on each side of the screen along with seven configurable and dedicated switches along the bottom of the module. The Vista III incorporates larger text and wide screen viewing with full graphic capabilities. Other features that can be displayed on the Vista III include virtual gauges and switches, up to three video/camera inputs, inside and outside temperature sensors, automatic climate control with memory, and door open indication lights. It is re-programmable and operates off the user-friendly V-MUX software. All V-MUX hardware is rated for -40° to +85° C and the system is 100% solid state with no moving parts.

Weldon has been providing the fire and EMS industry with high quality products since 1967; they offer complete K-spec and NFPA lighting packages for all vehicles and applications and have an unsurpassed 10-year warranty on their LED lighting.

American LaFrance knows the advantages of Weldon’s V-MUX System – it is the default standard on all American LaFrance MedicMaster® ambulances and on some apparatus models. There are currently over 3,500 V-MUX equipped vehicles in service. Add V-MUX to your American LaFrance specialty vehicle today!

For more information visit Weldon’s website at www.weldoninc.com or call 1-800-989-2718.



Recent Merger Promotes One-Stop Service for Fire and EMS

In a recent move to join resources, combining the Sanford and Ocala facilities into the Sanford location, American LaFrance is delivering one-stop service for modification, refurbishing, and maintenance to EMS and fire communities. “By completing this merger, American LaFrance is bundling the expertise of a factory resource and a refurbishing center into one location,” said Marty Sheldon, Manager of Customer Support.

“By uniting the resources for ambulance and fire service in the Sanford Center, we offer customers a more centralized location that is closer to Tampa, Orlando, and the international airport,” he said. With the transition, all technicians will move to Sanford from Ocala, promoting consistency for American LaFrance customers. “We are bringing the experience together and through collaboration and working side-by-side, our customers will harvest an even greater benefit.”



The Sanford Service Center and MedicMaster Facility

Industry veteran David Fink will manage the new Sanford Service Center. Although independent of the Sanford MedicMaster facility, David will work with the MedicMaster team to bring service efficiencies to customers when needed. The Sanford Service Center will provide mobile service in Florida as part of American LaFrance’s strategic plans to provide more mobile service centers nationwide.

