

FLASHPOINT

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NEFAMA members at the American LaFrance facility

New England Fire Apparatus Maintenance Association Visits American LaFrance

April 26-28, 17 members of the New England Fire Apparatus Maintenance Association (NEFAMA) visited American LaFrance's Ladson facility for a tour and apparatus training. What they got was much more—a roundtable meeting with President John

Stevenson, Vice President of Sales Scott Barnes and other members of the senior-level management to discuss industry needs and trends.



The roundtable meeting was part of American LaFrance's continued commitment to understanding the needs of firefighters and rescue heroes, and how equipment can be better designed and built to serve those needs.

"We discussed what could be changed and how equipment could be improved to benefit departments that are exposed to harsh weather elements as we are in New England," said Paul Lamoureux, Jr., President of the NEFAMA. "We have not had the opportunity to discuss – face-to-face with senior-level management – industry challenges,

particularly as they pertain to the New England area. It was exciting to discuss all of this in the same room with the president and his direct management team and really know that our comments and suggestions were heard."

The visit began with a tour of the Ladson facility, and then the group headed into downtown Charleston for the evening. The following day, the NEFAMA members participated in training sessions on multiplexing, ambulances and aerials.

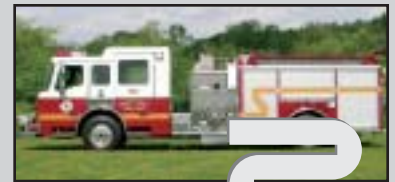


"The visit was simply overwhelming," said Lamoureux. "American LaFrance exceeded our expectations and truly welcomed us with open arms. The facility, employees and hospitality were all incredible."

The visit was organized by Colin Chambless, Regional Sales Manager for American LaFrance, Paul Lamoureux, Jr., President of the NEFAMA, and Mark Wnuk, Sales Manager for American LaFrance of Southern New England.

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PRODUCT FOCUS



Metropolitan Rescue-Pumper

Rescue-Pumper Combines Powerful Fire Suppression and Storage Space

The American LaFrance Rescue-Pumper is more than a typical pumper. It is an “all-in-one” vehicle. In addition to carrying hoses and water, a winning attribute is the large amount of storage space available. This additional space gives fire departments the ability to carry a wide array of rescue tools and special equipment, enabling them to respond to a larger variety of calls.

“American LaFrance continually monitors industry changes and the needs of fire departments,” said Doug Kelley, product manager for Pumpers and Tankers. “The Rescue-Pumper is a great example of this commitment. Today, fire departments have to do a lot more with their vehicles. Our Rescue-Pumpers are extremely durable and versatile, and enable departments to meet the many needs of their communities.”

The evolution of the Rescue-Pumper mirrors the evolution of the American fire service. Forty years ago, most fire departments simply put out fires, and the trucks reflected it. The typical truck just had a water pump, a water tank, a small hosebed and very limited compartmentalization. Today’s departments, however, do much more than just fight fires. They are

required to respond to car wrecks, hazardous materials incidents, complex rescues and extrications and various medical emergencies. As a result, the trucks have become almost “mobile stations.” They must bring electricity, hydraulic power, water, a pump, hose and all of the related tools directly to the scene. As a result, today’s multi-use Rescue-Pumper serves as the backbone of the industry.

“Today’s fire departments start by defining what they want the truck to do,” said Mark Becker, production manager of the Casper facility. In fact, that predefinition is crucial to the successful design of the truck.

“The departments usually start by outlining how they currently use their trucks. For example, if they run on a lot of highway incidents, and they position their trucks so that the front of the truck is closest to the scene, then they may benefit from pre-mounted hydraulic reels in the bumper. That way the tools are ready to deploy closest to where they are needed most.” The experienced American LaFrance sales force is available to help departments define those options they may not have even considered.

(Rescue Continued on page 7)

AT-A-GLANCE

Rescue-Pumper Features and Benefits (optional)

- **More Cab Room**
Increased by 50 cu ft versus standard configuration
- **Leading with**
61.5 inches of headroom clearance (71.5 inches optional)
- **Durability**
Custom stainless steel F-Class body
- **High Performance**
Detroit Diesel Series-60® powered
- **Ease of Service**
Mid-Engine and rear pump access

American LaFrance would like to thank the sponsors of the 2005 Stop, Drop, Rock and Roll event held at the FDIC show in April. It was a great success thanks to the following sponsors.

Transportation Safety Technologies

Auction Sponsors:

Hilton Hotels
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Czarnowski
Chamberlain Marketing

Contact your local dealer or visit www.americanlafrance.com



Restoring American LaFrance Vehicles With Andy Swift

Andy Swift, owner of Firefly Restoration, says restoring a truck is like falling in love – you get to know each part and don't want to let it go.

"I've had many girlfriends – they just happened to be fire trucks," said Swift. "You just have to fall in love with each truck in order to do the restoration correctly. I'm particularly fond of the 400-series – those are just gorgeous trucks. The 400-series we restored completely blew my mind when it was finished."



Cosmopolitan steam fire engine

Swift began Firefly Restoration approximately 20 years ago, and one of his very first customers was American LaFrance. At that time, he restored two steam fire engines for American LaFrance – a Metropolitan and Cosmopolitan. The Metropolitan will be in the American LaFrance museum in North Charleston once it opens, and the Cosmopolitan is currently featured in the American LaFrance headquarters lobby. Ken Soderbeck

of Hand in Hand Restoration works with Swift on many of American LaFrance restoration projects, including some of the vehicles featured in the museum. Soderbeck recreated the gold leaf scrolls and decoration on the Metropolitan and Cosmopolitan steam fire engines.

After these two projects, Swift continued restoring other American LaFrance vehicles such as a hand pumper, several 400-series trucks and a commercial chassis. Firefly has restored numerous vehicles for fire departments across the country, including San Francisco and Denville, N.J. His group also assisted in restoring a 1941 American LaFrance 600-series for Jay Leno.

Swift and his team of three begin each new project by researching the truck to ensure historical accuracy. Photographs are gathered and then Firefly begins the process of disassembly, cataloging, photographing existing parts and making a shopping list of what is missing. It takes approximately one and a half to two years to completely restore a truck.

"It is nice to work with American LaFrance because they want the trucks done right," said Swift. "To say I work with American LaFrance is prestigious, and the fact they have enough faith in me to do their trucks – that's quite a good feeling. The trucks coming out of Firefly are not just pretty – they're historically accurate, and that's important."

Several of Firefly Restoration's projects can be seen in American LaFrance's museum collection. Look for a spotlight on Soderbeck in one of the next issues of *Flashpoint*.

Visit American LaFrance at Fire Rescue International, Booth #902



American LaFrance has made several exciting announcements in 2005, including the launch of the new Liberty Series™ and a flagship partnership with the National Fallen Firefighters Foundation.

At Fire Rescue International (hosted by the International Association of Fire Chiefs), Aug. 9-13 in Denver, American LaFrance will make several exciting announcements, including additional Liberty product offerings, new products and enhancements and another strategic industry partnership.

Please visit booth #902 during the show to learn more and to register to win a new Liberty Series Pumper.

Havis-Shields

Havis-Shields, manufacturer of Collins Dynamics® and Kwik-Raze® emergency scene lighting, has been dedicated to the public safety industry for more than 60 years. Havis-Shields is a third generation family owned business, founded in 1928 by Dan Havis and Jim Shields. The 90,000 sq ft company headquarters, located in Warminster, PA, employs approximately 100 people. Subsidiary factory support operations are located in Bayamon, Puerto Rico, and Chino, California.

Havis-Shields is the proven industry leader in scene light product innovation and is proud to have introduced the following industry firsts: the first low profile floodlight Alpha 2000, the first 12V HID floodlight, Magnafire 3000[®], the first 12V Xenon HID handheld spotlight, and the first Brow Mounts.™ Havis-Shields continues to lead the way with the following new products: Silver Billet bracket and tripod design, and Striker 4000 flush-mount perimeter scene light.

Havis-Shields is dedicated to providing superior customer service and support. Eight full-time engineers work with the latest SolidWorks 3D design software to provide technical product data. Seven full-time customer service representatives provide order assistance and up to date delivery information. A national network of 18 independent sales representative firms employ over 60 factory-trained sales representatives to assist with sales and field service issues.

Contact Mike Bernert, Havis-Shields National Sales Manager, at 800.524.9900 for more information.



American LaFrance Raises More Than \$15,000 for the National Fallen Firefighter's Foundation

American LaFrance helped the National Fallen Firefighter's Foundation (NFFF) raise more than \$15,000 at this year's Fire Department Instructors Conference in Indianapolis, Ind. The proceeds will help the NFFF in its mission to recognize the fallen heroes of the firefighting profession and support their families.

American LaFrance raised the funds through the 2005 Stop, Drop, Rock and Roll event, a special party the company holds each year to thank the nation's firefighters for their heroism and hard work. This year, the company asked for \$10 donations at the door and held a live auction – all proceeds going directly to the NFFF. After a night of music and partying, American LaFrance presented a check for \$15,300 to the NFFF.

Stop, Drop, Rock and Roll was part of a new flagship partnership between American LaFrance and the NFFF. Beginning this year, American LaFrance will donate \$100 from every invoiced vehicle sale directly to the NFFF. In addition, company employees will voluntarily staff many of the upcoming NFFF events, including the 2005 Memorial Weekend, Oct. 7-9. For more information about the NFFF, please visit them online at www.firehero.org.



DEALER FOCUS

Garrison American LaFrance Has The Right Recipe For Success



Garrison American LaFrance

Garrison American LaFrance of Palenville, NY recently celebrated 30 years of business. The longevity of this company is a direct result of owner Chet Garrison's drive and determination to own one of the best dealerships in his area.

"Chet has decades of experience in fire truck apparatus sales," said Colin Chambless, Regional Sales Manager for American LaFrance. "His attention to detail and customer service are unprecedented."

Chambless points out three key areas that every dealer should strive to perfect: truck sales, equipment sales and truck service. "Garrison American LaFrance does an outstanding job in all three areas, and this makes them second to none in their territory."

"Our business is divided into thirds," said Garrison, echoing Chambless's points without realizing it. "One third is apparatus sales, one third is equipment sales and one third is service. We try to meet the customers' needs in each one of these areas – and we also meet them on the road with one of four mobile service units, if needed."

Chet began the company in 1975 with his wife, Pat. Together, they began selling hoses,

nozzles, helmets and boots. Toward the late 1980s, the company began servicing fire trucks and rescue vehicles.

Garrison's nephew, Blake Garrison, serves as the apparatus sales manager. Blake has been with the company for 15 years, previously serving in the equipment division. After the company joined with American LaFrance, Blake became the apparatus sales manager.

"Many years ago, what used to be a one- or two-man dealership is now much larger," said Blake. "Customers expect attention and mobile service 24 hours a day, seven days a week. Being aligned with American LaFrance helps us meet these needs because of their support and guidance."



Garrison American LaFrance service vehicles

Chet also explained that American LaFrance helps their business model.

"The biggest advantage American LaFrance has given our dealership is that we are now a one-stop shop," he said. "Previously, we had separate aerial, rescue and pumper lines, and now customers can come to Garrison and know they can order an American LaFrance."

Robert Magliato, Chairman of the Board of Fire Commissioners for the Marlborough Fire District in New York has worked with Chet Garrison for

(Garrison Continued on page 6)

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

Sanford Facility Relies on the Right Mix of People, Location and Resources to Meet the Industry's Most Demanding Challenges



Sanford facility measures 72,500 sq ft and employs approximately 90 rescue and ambulance manufacturing professionals

Twenty miles west of Interstate 95, just a few miles from I-4 in Florida, custom designed MedicMaster® and RescueMaster® vehicles roll out of the American LaFrance manufacturing facility every month.

Each custom-manufactured vehicle must meet the highest quality control and inspection standards in the industry. Part of the unique construction process of the vehicles at the Sanford facility includes body welds inspected by a third party. These are certified by Certified Testing Labs to ensure consistency and compliance. These welds meet the standards of the American Welding Society ANSI/AWS D1.2 structural welding code, and the ambulances are independently certified to meet static load requirements of the Federal Ambulance Specification.

To ensure the highest trained professionals are building the vehicles, the staff at Sanford frequently participates in continuing education opportunities. As a result of the highly trained staff and the quality vehicles produced, countless emergency workers across the nation and in Canada know they can depend on the craftsmanship of their American LaFrance MedicMaster® or RescueMaster®. Employees utilize tools such as state of the art 3D modeling and CATIA V5 operating systems for detailed weight analysis to meet and exceed the industry's toughest challenges. Another element is experience. Many of those employees have been at the facility since it opened the doors 13 years ago.

"One of the greatest benefits of our location is easy access to trained professional craftsmen," Angel Rivera, operations manager, said. "We have strong relationships with all of the local technical training institutions, where many of our employees were trained and

continue to take continuing education courses. In addition, the beautiful countryside and pleasant climate helps us attract industry leaders from across the country."

In the past few years, management at the facility has worked to add additional resources for both employees and customers, including a new service center and a brand new showroom, where customers can see and touch the latest in vehicle technology.

"We have three primary functions at the Sanford facility," Rivera said. "We act as a dealership, a service center and, of course, manufacturing. We take each of these goals very seriously."

Those firefighting and lifesaving professionals who choose to take the trip down to the Sanford facility can see first hand the dedication and heritage of both American LaFrance and a group of employees who provide the industry so much.

About the Vehicles:

MedicMaster®

Every American LaFrance MedicMaster® is built to-order to ensure optimum safety for the passengers and crew. Features include a full-length center roof spine for superior structural integrity and a roll cage with an extremely strong grid design. In addition, the MedicMaster® Medium-Duty chassis platform provides increased payload capacity and reduces life-cycle maintenance costs.

RescueMaster®

Available in both Heavy-Duty and Light-Duty, RescueMaster's® strength and safety begins with its structure, which uses proprietary 2" x 2" structural extrusions instead of an "off-the-shelf" extrusion. This feature alone provides exceptional stability and safety. The body construction of the RescueMaster® rescue uses high-strength 3/16-inch aluminum body panels that provide more resistance to impact. Equipment is ergonomically placed for safety and convenience.

RescueMaster® offers an expanded line of rescues to include stainless steel bodies. Watch for the next issue of *Flashpoint* as we focus on our Hamburg, NY facility.

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:

- **Bob Meyer**
Southeast Regional Service Manager
- **Todd Bauserman**
National Parts Manager
- **Randy Hamming**
Sales
- **Spencer Glass**
Sales/Design Engineer, Ephrata Facility
- **Casey Huxta**
Delivery Detailer, Ephrata Facility
- **Robert Duggar**
Service, Sanford Facility

New Dealers

- **North American Equipment Upfitters**
Hooksett, NH
- **1st Out Specialty Vehicles and Equipment**
Moon Township, PA
- **R & R Fire Truck Repair**
Northville, MI
- **Hot Shot Fire Trucks**
Alberta, Canada



San Francisco Fire Department Remembers Earthquake of 1906 with Special American LaFrance Vehicles



For the people of San Francisco, the year 1906 will forever be synonymous with the devastating earthquake that leveled the city.

In 2006, the 100-year anniversary of the tragic event, the San Francisco Fire Department is remembering the fire and rescue workers of that era through special American LaFrance trucks.

The department ordered ten new American LaFrance Pumpers detailed to resemble the trucks of 100 years ago. Mike Braun, Supervisor of the Fire Repair Facility for the department, took paint samples from the original steamer and hand cart on display at the department headquarters. Together, San Francisco and American LaFrance developed a paint scheme. The new pumpers feature the old dark maroon American LaFrance paint color, gold leaf and scrolls for decorative trim.

“We wanted to do something to recognize the centennial anniversary of the 1906 earthquake that completely shattered this city,” said Braun. “We decided on a centennial edition of the San Francisco fire engines because it is a great way to remember the heroes and loved ones who lost their lives. It will remind everyone in the city what happened.”

The new vehicles are scheduled to arrive in January 2006, and the department will have a special celebration and presentation of the vehicles on April 18, the day of the 1906 earthquake.

In addition to the new centennial edition trucks, the San Francisco Fire Department has a long history purchasing American LaFrance trucks. The department has at least one American LaFrance vehicle in their inventory from every

decade since 1910 until 1990. They currently have a 1925 truck awaiting restoration and also have several 1930s, '40s, '50s and '60s rigs used for parades, special appearances and special events.

“American LaFrance is a company steeped in history and tradition,” said Braun. “When you think of a fire truck, people who are not even in the industry think American LaFrance. Because of their great history and quality products, the commitment to producing the best vehicles possible is very apparent.”



This 1897 "Steamer" LaFrance is one of the historic vehicles that once protected the streets of San Francisco.

(NEFAMA Continued from page 1)

The NEFAMA is one of the oldest fire apparatus mechanics associations in the United States.

In 2006, the group will celebrate their 50th anniversary. Located in Massachusetts, the group has approximately 300 members from across Massachusetts, Rhode Island, Connecticut, Maine, Vermont and New Hampshire. The group's mission is “to provide professional fire apparatus and equipment mechanics with continued education through the exchange of ideas.”

The visit to American LaFrance for training and the roundtable meeting certainly fulfilled this mission.

DID YOU KNOW

American LaFrance introduced the most advanced aerial unit in the industry at FDIC 2005. The new 500-lb tip load aerial features:

- A narrow outrigger spread of 12 ft. for easy set-up in congested areas
- Increased performance of aerial waterway flow for high volume 1500 GPM master stream
- A greatly increased volume of storage compartments for hauling large and numerous pieces of fire fighting equipment

(Garrison Continued from page 4)

more than 17 years. During that time, Magliato has been utterly impressed with the dealer.

“Customer service is always job number one for Garrison American LaFrance,” said Magliato. “When purchasing fire apparatus or any other equipment, they're always ready and willing to help, very knowledgeable and ready with advice. We recently ordered another American LaFrance pumper. Chet and the people with American LaFrance make an unbelievable team – they help design exactly what you need, and will not oversell or undersell you.”

Garrison American LaFrance has 14 full-time and nine part-time employees. Out of these, 95 percent have served as firefighters, and all service technicians are certified Emergency Vehicle Technicians. The store is a modern facility, complete with two in-ground 10,000-gal water tanks to perform water pump service tests. In addition, there is a showroom for equipment.

Garrison American LaFrance will launch a new Web site in approximately one month at www.garrisonfire.com.

(Rescue Continued from page 2)

Another important consideration is what kind of tools the truck needs to carry. Frequently, a new Rescue-Pumper may replace more than one vehicle. Therefore, the department has to make sure the truck can hold the tool contents from all the vehicles. "When working with the sales team, it's important to create an inventory of what the truck is expected to hold," adds Doug Kelley. "A department should consider which equipment is used most frequently, or even which equipment is heaviest. That way, the equipment may be strategically positioned so that it is easily reached in the heat of the battle."

It's also important, adds Kelley, to make sure that the department leaves room to expand whenever possible. "The last 40 years have seen a tremendous change in the way fire departments do their jobs," says Jeff Burch, sales application engineer. "With all the new technologies available today, it's likely that the next 40 years will see even more changes."



Therefore, the departments should expect that the tools the truck carries at the time of purchase will multiply over the life of the truck. Probably the final most important consideration for a Rescue-Pumper is to look at the types of pre-mounted lifesaving equipment that may need to be mounted as the truck is built. Today there are many types of equipment available that were not even imagined years ago. Hydraulic generators can bring electricity to the scene.

They can supply more than 15 kilowatts, enough to power a city block, and can be operated by the push of a button. The truck can be pre-fitted with electrical outlets, or even pre-mounted cord reels allowing the truck to supply power 200 feet or more away. The department should also look at

area lighting. There are many options available, from small 12-volt scene lights, to truck mounted tripod lights that can be removed and taken to the scene, to large telescoping towers that can light up the night like a small football stadium. The same is true of hydraulic rescue tools. American LaFrance can supply hoses with hose reels to allow the remote operation of rams and cutting tools, and can also supply electric or gasoline driven pumps to pressurize the system. And finally, the truck must never forget its roots.

There have been many advances in the basic firefighting technologies that connect the truck to its ancestors. From computer controlled pumps to compressed air foam, the firefighting systems have changed as much as everything else.

"All of this is very important to American LaFrance," says Kelley. "It's important that we help our customers meet their needs so that the truck can serve their communities for years to come. Most of our sales force has been involved in the design of fire trucks for years or even decades, and many serve or have served as firefighters themselves. They know how important it is that this huge investment does what the department expects it to do." The proof of American LaFrance's commitment is in its customers. From Ontario, Ca. to Baltimore County, Md. and hundreds of points in between, American LaFrance Rescue-Pumpers are proving their commitment to their communities every day.

American LaFrance offers the widest variety of architectures in the industry, from the extruded aluminum E-Class, to the formed aluminum L3-Class, to the stainless F-Class. And as a fully owned subsidiary of The Freightliner Group, American LaFrance is the only fire truck manufacturer that can claim to be the sole source every time, whether it's mounted on the American LaFrance Eagle®, the Freightliner's Business Class M2, or the Sterling Acterra. These options and many more demonstrate American LaFrance's commitment to maximizing customization to fit individual department needs.

New American LaFrance Eagle® Cab Design Features Enclosed Pump Controls

American LaFrance recently introduced a new Eagle cab design that features an enclosed top-mount pump module and vista style windows in the raised roof area.

This new design allows the firefighter to control the pump from within the cab without being exposed to the elements or other potential dangers. The pump is a unique enclosed top-mount configuration butted against the cab with an inflatable rubber seal to keep out the weather. This allows the pump to be operated while standing between the seats at the back of the cab. Large windows in the cab and the top of the pump house allow the operator to keep the scene in view at all times.

This new design is currently available on E-Class pumpers and will be expanded to other product lines in the future.

The first American LaFrance enclosed pump house was recently delivered to Campbell County, Wyo. This new product is currently available for order with any local American LaFrance dealer.

Eagles Landing, the American LaFrance merchandise collection, available for online ordering at www.americanlafrance.com



100' MID-MOUNT TOWER
Sales Contact:
Fire Service, Inc.
(800) 578-4281

Osolo Township
Fire Department
Elkhart, IN

M2 RESCUE
Sales Contact:
American LaFrance
Gulf Coast
(800) 299-4200

Hays County
Fire Marshall's Office
San Marcos, TX



110' REAR-MOUNT LADDER
Sales Contact:
Hi Tech EVS
(209) 847-3042

Kings County
Fire Department
Hanford, CA

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Fire District
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