



**CRIMSON FIRE**  
A Spartan Company

**For Immediate Release**

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## **Crimson Fire Adds Fire Equipment Sales & Service as New Dealer**

**Brandon, S.D., May 16, 2009** – New York-based Fire Equipment Sales & Service, Inc. has joined the growing dealer family of Crimson Fire, Inc.

The Brandon, S.D.-based manufacturer of custom fire trucks and other rescue vehicles said that FESS will be responsible for a nine-county area of western New York from its base in Westfield. FESS has two decades of experience in the sales and service of fire apparatus, serving departments in Chautauqua, Cattaraugus, Allegany, Erie, Wyoming, Genesee, Niagara, Orleans and Livingston counties.

“We are pleased to welcome Fire Equipment Sales & Service as our newest Crimson Fire dealer,” said William F. Doebler, vice president of sales and marketing for Crimson. “FESS has an excellent reputation with departments throughout Western New York for its exceptional sales and service, which is exactly what we want from our dealers. They will be able to help us strengthen and expand our presence in this key market.”

Building on the farm implement and heavy-equipment sales and service expertise of founders Ernest and Robert Rammelt, Fire Equipment Sales and Service is a full-service dealer who offers sales, service and loose equipment, particularly valves, nozzles, hoses, lights, sirens and fire-service gear. The company also handles custom fabrication for a wide range of emergency-rescue, oil service and other heavy-duty equipment lines. FESS employs six people who are all vested in the fire industry.

“When we began to look for a new manufacturer to represent, we knew that we wanted a company that was trustworthy, reliable and shared our business philosophies,” said Jack Bills, FESS sales manager. “We talked with a lot of OEMs before we decided on Crimson Fire, which hands down had everything we were looking for in a product. They were also extremely responsive, offering tremendous product support and competitive pricing.

“We have been really impressed with Crimson so far. They have been great to work with and our transition as a new dealer has been very smooth.”

### **About Crimson Fire**

Crimson Fire is a leading manufacturer of custom fire trucks and other rescue vehicles. A subsidiary of Spartan Motors, Inc. (Nasdaq: SPAR), Crimson Fire is committed to quality, value and innovation. Drawing on more than 130 years of excellence in fire truck manufacturing, Crimson Fire manufactures a full line of pumpers, rescues, aerials, quick-attack vehicles and other emergency-rescue vehicles from its facilities in Pennsylvania and South Dakota. For more information, visit [www.crimson-fire.com](http://www.crimson-fire.com).

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**About Fire Equipment Sales & Service, Inc.**

Based in Westfield, New York, Fire Equipment Sales & Service, Inc. is a full-service apparatus dealer who offers sales, service and loose equipment, such as valves, nozzles, hoses, lights, sirens and fire-service gear. The Company also handles custom fabrication for the emergency-rescue and other industries.

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