



No regrets when you choose Pierce.
Peak Expertise, Stability & Support.



Providing Expert Truck Equipment Solutions Across Canada

AIFEMA Meeting
September 13, 2018

Providing Expert Truck Equipment Solutions Across Canada

EDMONTON, AB



CALGARY, AB



DELTA, BC



SURREY, BC



REGINA, SK



QUEBEC, QC



WOODSTOCK, ON



AYR & NORTH YORK, ON



COMMERCIAL

A LOT'S RIDING ON YOUR INVESTMENT.

This is a big one. The safety of firefighters and families, the security of property, and the well-being of the entire community depend on your decision. Lives and reputations ride on your investment. Make sure help is always on the way.

Go with longevity. Go with the #1 industry authority that protects the legacies great community leaders leave behind. When you invest in Pierce® fire apparatus, you're making the smartest call for the long haul.





COMMERCIAL EMERGENCY EQUIPMENT CO: Unmatched Support

Since 1947, Canada's oldest & longest serving truck equipment dealership that is 100% family owned & operated.

Dedicated teams to sell, service, & support Pierce products through 9 branches across Canada.

Single-source experts for ordering parts, training, warranties, & aftermarket service.

ESTABLISHED IN
1947

100%
FAMILY OWNED
& OPERATED

9
CANADIAN
BRANCHES

EXPERTS
FOR PARTS,
TRAINING,
WARRANTIES,
& SERVICE





PIERCE: **Untouchable Fire Apparatus Expertise**

No one manufactures more custom apparatus, invests as heavily in research and development, or understands firefighters' needs better.

Thousands of years of cumulative experience. 100+ years in existence.

More than 30 patents relied upon internationally.

First single-source manufacturer of custom fire apparatus to achieve ISO 9001 certification in North America. Only manufacturer to have third party UL certification on the entire apparatus.

Pierce continually elevates the way departments protect & perform.

\$9M
PARTS
INVENTORY

200+
FULL-TIME
ENGINEERS

#1
RESEARCH,
DEVELOPMENT,
& SAFETY

1,600+
MANUFACTURING
EMPLOYEES



COMMERCIAL
EMERGENCY EQUIPMENT



OSHKOSH: **Unshakable Stability**

Rock solid financials. A century of history paved by numerous industry-first contributions.

Global recognition as a World's Most Ethical Company *-Ethisphere Institute*

Complete transparency as a public traded company.

Greater strength from shared engineering & technology Corporation-wide.

America's Best Large Employers list by Forbes.

Oshkosh arms Pierce with proven strength, tremendous stability, & unquestionable integrity.

**OVER
13,000**
EMPLOYEES
WORLDWIDE

A WORLD'S
MOST ETHICAL
COMPANY

UL/ULC
CERTIFIED

GLOBALLY
USED
PATENTS



Oshkosh Corporation

- Leading manufacturer of a broad range of specialty products
(Access equipment, Commercial, Fire and Emergency, and Military)
- Annual Sales: \$6.4 billion
- Employees: 13,000+ worldwide
- Operations: In 11 U.S. states, Mexico, the Netherlands, China, Canada, Belgium, France, Italy, UK, Romania and Sweden
(7+ million manufacturing square feet)
- Brands: Oshkosh®, JLG®, Pierce®, McNeilus®, Jerr-Dan®, London®, CON-E-CO®, Frontline Communications, IMT®
- Parent corporation of Pierce
 - Financial resources
 - Engineering resources
 - Capital investment resources
 - Synergies in new product technology



The Pierce Difference

- Century strong: **103** years of manufacturing experience
- Manufacturing facilities located in:
 - Appleton, WI
 - Kewaunee, WI
 - Bradenton, FL
- Over a million square feet of manufacturing space
- 2,500+ employees
 - Average work force experience 17 years
 - 2/3rds of work force 30 to 40 years of experience
- 200 engineers on staff



State-of-the-Art Manufacturing Equipment & Single Source Manufacturer



- Complete manufacturer of apparatus bumper to bumper
- One integrated design



- Why is single source important
 - Insures consistency and compatibility between all components
 - One dedicated engineering department
 - Warranty backed by one company
 - Parts and service after delivery



Quality at the Source

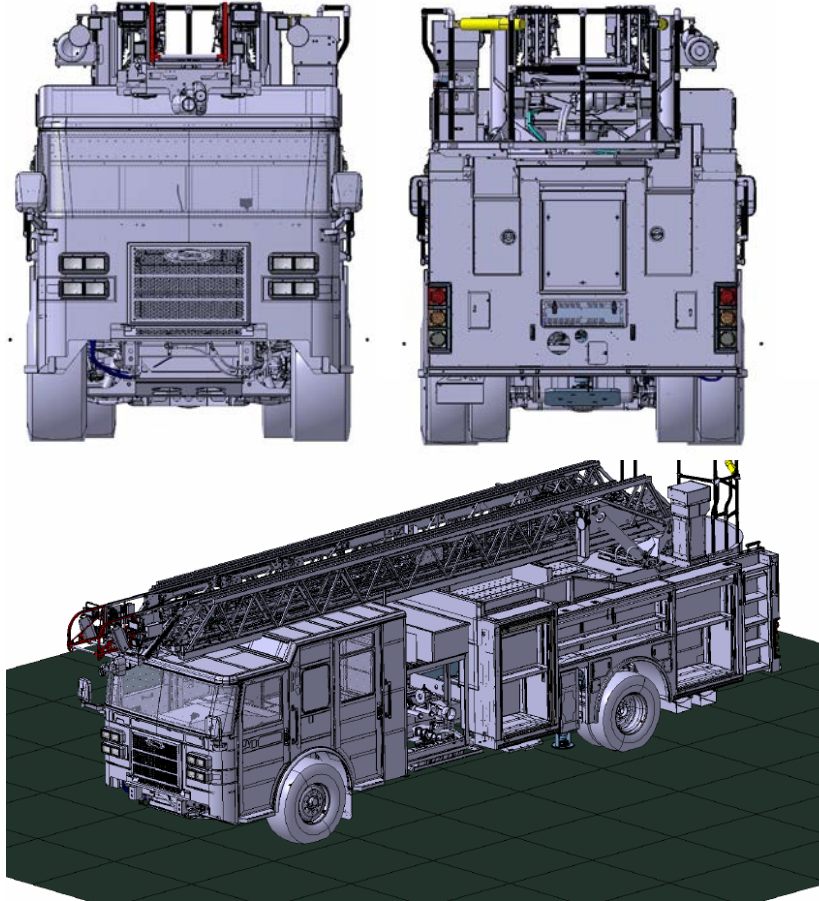
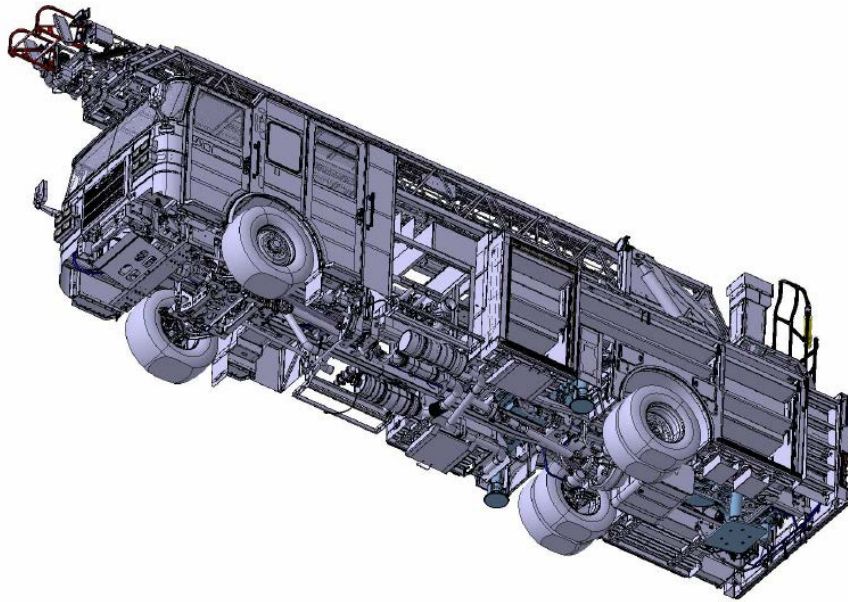


- ISO 9001:2008 certification
- Vendor certification program
- Quality gates throughout the build process
- Pre-pump certification and final product evaluation
- UL third party certification test for pump, electrical, and aerial
- Third party **Total Vehicle Assessment Certification** by Underwriters Laboratories
- Weekly randomly selected truck quality audit
- Customer service quality gate



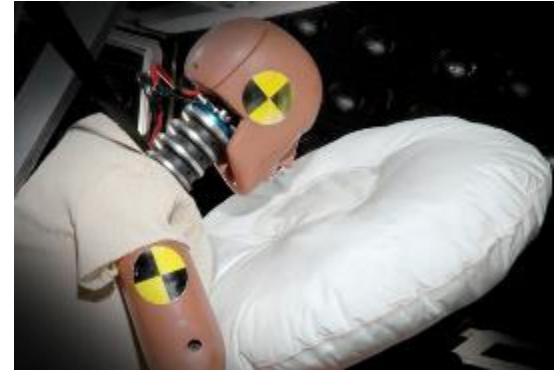
Superior Engineering

- Pierce utilizes CATIA V5 Software
- Latest in three-dimensional design



Research & Development Center

- Dedicated staff of **(11)** fully devoted to just R&D
 - (1) Professional engineers
 - (6) Degree engineers
 - (4) Master technicians
- All new designs are tested thousands of times to ensure their reliability and durability





Customer Benefits:

- Pierce Parts.com
 - This allows for Pierce customers to access to information on parts and manuals for all apparatus they have purchased from Pierce
 - Allowing for high level access of information at your fingertips to help manage your fleet efficiently

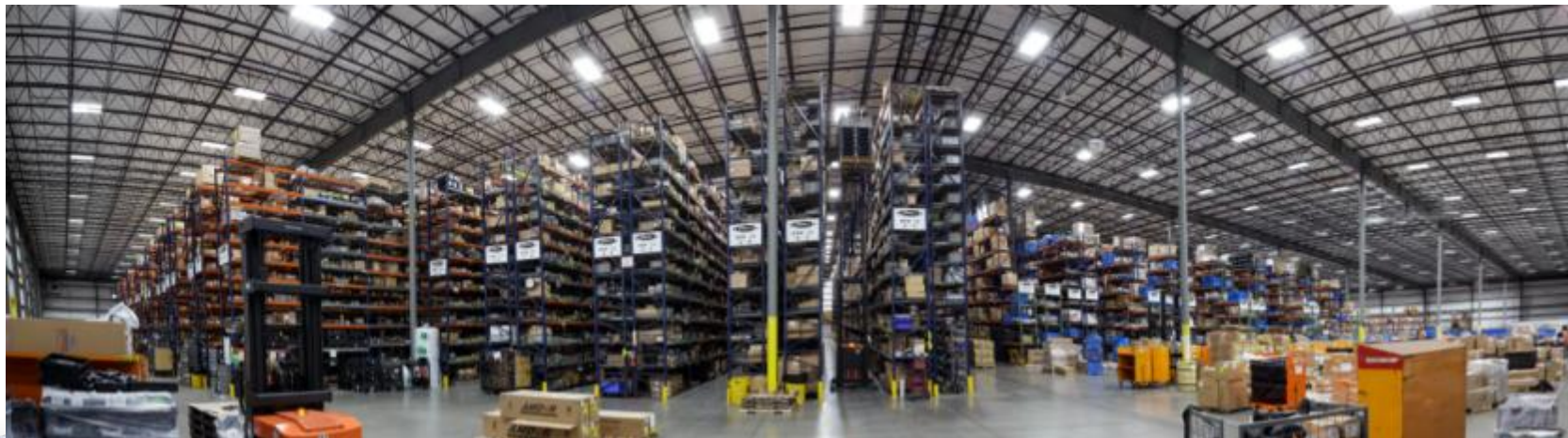


| Machine Information | |
|-----------------------------------|-------------------------------------|
| Identification Information | |
| Machine #: | 19037-01 (07451221) |
| Machine Name: | 19037-01 (07451221): TUCSON CITY OF |
| Properties | |
| Truck Information | |
| Job #: | 19037 |
| Item #: | |
| Unit #: | 1 |
| # of Units: | 3 |
| Work Order: | 07451221 |
| Actual Ship Date: | 2007-10-30 |
| Warranty Start Date: | 2007-10-30 |
| Drawing #: | 19037AD |
| Body Sales Option Description: | Pumper, Medium, Galvanneal, 2nd Gen |
| Chassis Sales Option Description: | Enforcer Chassis |
| Manuals | |
| Code | Manual Name |



Dedicated Parts Warehouse

- \$5,000,000 of on-hand inventory including common fabricated parts (doors, etc.)
- Next day parts shipment if required
- Online access to a 24/7 live database parts ordering system
- Parts database has digital photographs, parts drawing, and assembly drawing for quick parts identification



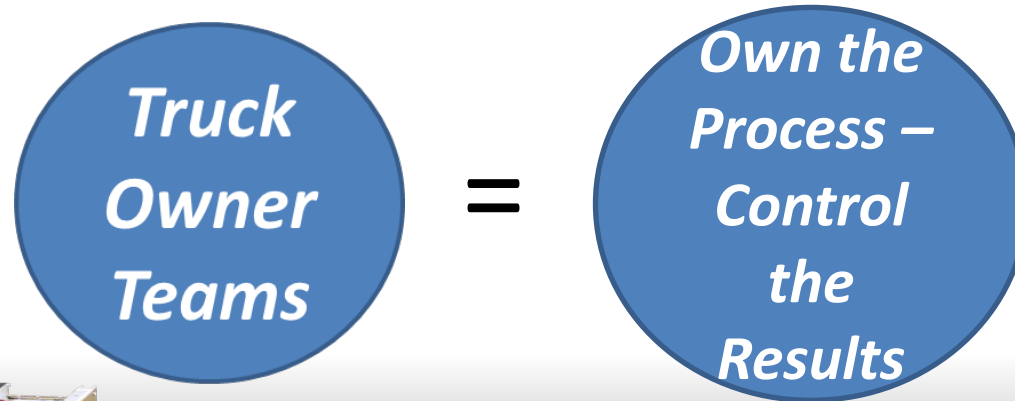
Warranty & Aftermarket Support

- Over 600 dedicated service professionals
- 63 regional service facilities and 140 mobile service vehicles in North America



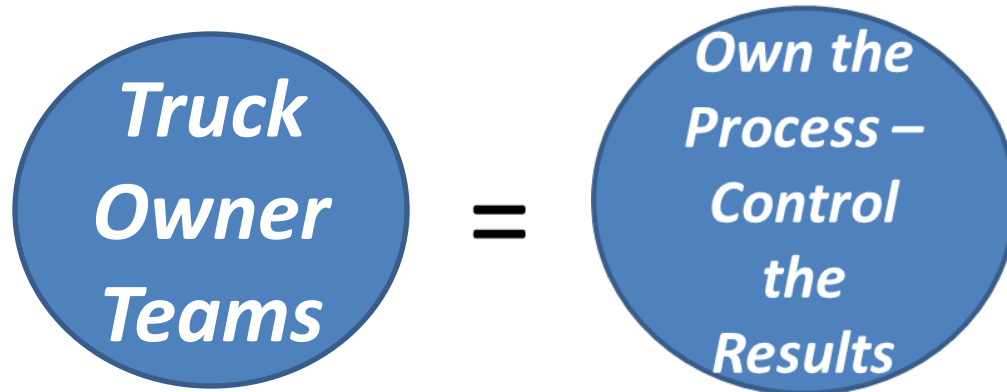
Voice of Customer

- Fleet customer care process
 - Through integration of the Fleet customer care coordinators and dedicated truck teams, these personnel follow the process of your Fleet build from manufacturing start date all the way to Blue Floor pick-up
 - Improve **“readiness”** of trucks for the blue floor experience
 - Improve **Ownership** of trucks throughout Customer Acceptance (Final Product Evaluation through shipment)
 - Establish a **single point of contact** for customers within Customer Acceptance



Voice of Customer

- Separate Customer Acceptance and Operations workspace for improved **ownership** and efficiency of both teams
- Implement **single point of contact** Truck Owner Teams integrated with Fleet Customer Acceptance Coordinators for full Customer Acceptance **ownership** aligned by dealer
- Drive **readiness** through accountability of Truck Owner Teams for pre-inspections, pre-shipment verifications, and new delivery warranty items (Reduce time to In-Service)
- Develop **feedback systems** into Order Management, Product Management, Quality Gates, Customer Service, Operations, and Engineering (Better achieve Customer unique requirements)





Pierce Customer Benefits:

- With Pierces ten (10) dedicated Customer Service Technicians, two (2) Customer Service Managers and a Fleet dedicated Branch Support Supervisor; Pierce has your back when it comes to all of your customer service and warranty needs.
 - Fast response time to Pierce customer service questions.
- Fast response times from Pierce Engineering for questions on apparatus in the field
- Fast Resolution on Electrical issues
- Fast response to accident and damaged parts situations between Pierce and Front Range
- 90% of fabricated parts ship within two (2) weeks from order receipt
 - *There are some fabricated parts that can fall outside of this two (2) week window*



FAMILY TIES RUN DEEP.



Our Commitments to you



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EMERGENCY EQUIPMENT

Parts & Service Support

- All of our Canadian branches are here to support your service and parts needs.
- Toll-free 24-hour, 7 day per week, 365 day per year emergency service number:
1-877-443-2626 (to a senior EVT)



Pierce Parts

- Team of 20+ Parts Experts across Western Canada
- Large scale parts inventory based on the specifics of your trucks.
- 2 Day Air Shipping on all non-stock parts.
- Our Commitment to you:

Commercial will have a minimum \$5000 of common service parts on the ground for every one of your trucks!

Rob Denison
Parts Manager
rdenison@comtruck.ca



Jim Wharton
PIERCE Parts Sales
jwharton@comtruck.ca



Service & Warranty

- Multiple EVT's on Staff
- 5 Pierce factory trained technicians.
- Professional team of Service Coordinator ready to help minimize down time.
- Warranty coordination at the branch to make warranty issues easy to deal with.
- And YES, we are mobile!



John Vanderburgh
Service Manager
jvanderburgh@comtruck.ca



Les Rea
Senior EVT
lrea@comtruck.ca



Your Sales and Support Team



Morgan MacKay, P.Eng
General Manager
mmackay@comtruck.ca



Carey Feduniw
Sales Manager
cfeduniw@comtruck.ca



Mike Feduniw
Apparatus Specialist
mfeduniw@comtruck.ca



Kevin Jonk
Contract Specialist
kjonk@comtruck.ca



Les Rea
Senior EVT
lrea@comtruck.ca



Jeff Rhein
Pierce Regional VP of Sales
jrhein@piercemfg.com



Commitment to Training

Pierce and Commercial Emergency Equipment are committed to keeping Fleet Maintenance Technicians up to date on the latest factory training. We will continue to facilitate local training courses with Pierce trainers at our local branch.



Commitment to Sales

- Over 20 Inside and Outside Sales people in the Western Canadian region able to help with all truck & equipment needs.
- Professional design and engineering support.
- Support from Pierce in order to ensure your new apparatus meets the needs of your department and community.



COMMERCIAL
EMERGENCY EQUIPMENT

IMPOSSIBLE



IS WHAT FIREFIGHTERS DO EVERY DAY.



You refuse to compromise.
So do we.

ASCENDANT
CLASS OF AERIALS



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