



NEWSLETTER

May 17, 2010

Dear dealers and customers,

The first quarter was a very busy time for Demers Ambulances and it is just the beginning of our new marketing efforts.

Our participation to the FDIC confirmed the direction we are taking in terms of product vision.

We had a successful attendance at our booth and several potential customers showing great interest in our **Mystere MX 170 S**, with its unique safety approach and Demers-exclusive "Mobility Track" captain's chair.

Despite the fact that we did not have a **Mirage EX Sprinter** on the show floor, we receive a lot of attention on this new model and it is qualified as "a unique TYPE II design loaded with outstanding features" by potential owners.

We are working very hard to better support our sales efforts. We have developed new brochures for our starship products and a brand new web site will be online by the end of this week. And, it's only the beginning of the concrete actions we are planning to increase our presence in the market.

Our partnership with Mercedes will bring even more exciting news in the coming weeks and months.

We are confident we have the right products to meet and even exceed EMS needs while always moving forward. We continue, detail by detail, to raise the bar in our industry where every detail matters.

Ben R. Lafortune
Executive Vice President

AAA STARS OF LIFE

Last week in Washington, Demers Ambulances participated in the most rewarding and exciting national event in our industry, "The Stars of Life". This program was designed by the American Ambulances Association to pay tribute to EMS Professionals who make a difference in the lives of patients they serve.

As an **AAA Platinum Star Partner**, Ben Lafortune and Tom Goggan from Demers Ambulances had the chance to meet with some of the 77 Stars representing 24 States.



Photo from American Ambulance Association

We are very proud to be a part of this well-deserved official recognition, and we applaud each and every one of these individuals serving in their communities.

We know that every day courageous action is taken by many EMTs and Paramedics, and that they serve with immense dedication and great pride. That is why we keep in mind every detail when we design and build your ambulances, because we know the difference it can make in critical situations.

DEMERS FOCUS ON SAFETY

The Demers-exclusive "Mobility Track" captain's chair.



DEMERS FOCUS ON SAFETY (cont'd)

The Demers-exclusive "Mobility Track" captain's chair is capturing EMS' attention for its unique benefits:

- The paramedic can move to several different positions with its swiveling/sliding base, while remaining safety belted in his seat continuing to take care of the patient;
- The ease and flexibility of the rapid change seating position helps the crew member respond quickly to a new situation while staying seated and safely attached;
- Meets all the latest FMVSS AND KKK specifications;
- High-back Captain's Chair offers attendants maximum comfort;
- Easy and efficient clean-up of pathogens on seat's seamless surface.

Several EMS groups have in operation the Demers-exclusive rear attendant seat equipped with a Mobility Track on their Mystere MX 160 S or Mystere MX 170 S models.

Production units are available for **delivery in June, July, and August.**

There is no doubt that the Demers design on the Mercedes-Benz Sprinter chassis is a winning match!



KNOW MORE

You want to know more about Demers Products:

www.demers-ambulances.com

You can contact **Tom Goggan, National Sales Manager**

Toll free **1.800.363.7591**

Office **574.264.6395**

Cell. **574.596.4290**

tom@goggan.com

You can also **see us at the up-coming exhibitions**

- ✓ Harrisburg Show, PA May 21, 22, 23
- ✓ New York Fire & EMS Show (Verona) June, 10-11-12
- ✓ Ohio EMS, Columbus OH June 10, 11
- ✓ Indiana Emergency Response Conference, Indianapolis, Aug. 11-14
- ✓ EMS Show, Dallas, TX Sept. 29 – Oct. 1
- ✓ EMS Safety Summit, Loveland CO Oct. 14-16
- ✓ AAA, Las Vegas Nov. 16-18

Several demos will be done in many different States.

If you are interested and would like to see one, please contact a Demers Ambulances dealer or representative today.

DO NOT MISS IT!

Demers Ambulances Sprinter DEMO TOUR

We have been showing the new **Mirage EX Sprinter** in several locations in New Jersey and New York City last week, and are touring the South this week.

The tour is already resulting in customer orders for the new design. Our overall layout, quality of construction and competitive price point makes the New Mirage EXE sprinter a big hit.

The unit will end its current tour at the **Harrisburg, PA show on May 21, 22, 23.**

DELIVERIES

In the coming days, we will begin the manufacturing of more than **50 Mirage EX Sprinter** for the US market only. The enthusiasm around this Demers model is tremendous and we are already scheduling extra orders to fulfill the demand.