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## Who To Call



### E-ONE Appoints Marcé as the new Dealer in South Africa

Ocala, FL, (September 9, 2008) – E-ONE is pleased to announce the appointment of Marcé Fire Fighting Technology as the exclusive dealer for South Africa.

Marcé, located in Centurion in the Gauteng province, began selling imported fire apparatus in 1998 but have since expanded to include service and maintenance of fire apparatus and developed a local manufacturing workshop for building new vehicles.

“There are over 400 E-ONE vehicles in operation in South Africa and we are delighted to partner with such a reputable dealer with highly competent sales and maintenance staff and facilities, which naturally will enhance the development of new and existing clients in all nine provinces in South Africa as well as in Botswana, Swaziland, Lesotho and Mozambique,” said Luke de Koker, E-ONE’s regional manager for Africa.

The dealership’s commitment to quality and service has earned Marcé clients not only in South Africa but throughout Africa. The addition of E-ONE allows Marcé to offer the broadest line of fire apparatus available in Africa.

“Marcé has developed an excellent reputation with end-users in the municipal fire services, the national airport and air force sectors. The same principles that E-ONE values - delivering a quality vehicle and superior after-sales service - are fundamental to the success of our business. We are excited to have the opportunity to partner with E-ONE, the largest independent manufacturer of Fire Apparatus in North America” said Danielle Steyn, Marcé CEO Sales & Marketing.

E-ONE’s commitment to quality, service and full line of mission critical vehicles has supported dealers like Marcé to provide firefighters across the globe with the most innovative and reliable apparatus available.

For more information on Marcé Fire Fighting Technology please visit [www.marce.co.za](http://www.marce.co.za) or call 1-800-568-2403.

### Hartford Sells 20-year-old E-ONE Rescue to fund New, Larger Unit

Ocala, FL, (September 12, 2008) – The Hartford Fire Department recently sold its 15’ E-ONE commercial non walk-in rescue, which was purchased new for \$95,000 in 1988, for \$50,000 and used the funds towards the purchase of a new E-ONE 22’ custom non walk-in heavy rescue.

“The old rescue has really served the community and the state very well for the past 20 years, but we have outgrown it,” Chief Steve Locke said. “The department is very excited about the new truck and about the opportunities and capabilities the truck will give us when responding to emergencies.”

Along with serving the town of Hartford, the HFD’s rescue unit also serves as southern Vermont’s Urban Search and Rescue Task Force which requires the 22-person department to respond to around 1,700 calls per year.

Before receiving the new custom rescue unit, the HFD was responding to calls with their 1988 E-ONE commercial rescue accompanied by up to three trailers to transport all the necessary equipment.

The new truck, which was sold by Desorcie Emergency Products in St. Albans, VT, is equipped with a Typhoon chassis, 2007 Cummins ISL 425 HP engine, an Allison EVS3000 transmission, and large side and top compartments lining its 240” wheelbase. The compartments will provide much needed space for the storage and transportation of equipment and personnel around the town of Hartford as well as throughout the state.

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## Customer Support

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**Subject: R & R Warranty Guidelines of Poly Water/Foam Tanks**

**Date: September 12, 2008**

**Contact: Kevin Kearns, Customer Support Manager**

This memo is to clarify and define the area of responsibility for water/foam tank repairs, removal and installation.

UPF Tanks: Warranty charges for removal and re-installation of water/foam tanks manufactured by United Plastics Fabricating, Inc. are covered under the manufacturer's warranty. It is the dealer/customer's responsibility to contact UPF for repair. All related claims are to be submitted directly to UPF to avoid delays in reimbursement. All expenses incurred outside of the E-ONE's warranty period will be the responsibility of the customer.

Pro Poly Tanks: Warranty charges for removal and re-installation of water/foam tanks manufactured by Pro Poly, Inc. are not covered under the manufacturer's warranty. E-ONE will only cover R & R expenses while the unit is within the E-ONE warranty period. All expenses for R & R outside of the E-ONE warranty period will be the responsibility of the customer. Prior authorization from the E-One warranty department is required for tank removal and installation.

If you have any questions or additional comments, please call E-ONE Technical Support at (352) 861-3612. You may also refer to your truck manual to view the manufacturer's tank warranty or contact the warranty department and they will be able to provide you with a copy.

**Subject: Add on and/or Change Multiplex Programming Fee**

**Date: September 18, 2008**

**Contact: Customer Service Department**

Effective October 1, 2008, E-ONE will be charging \$125.00 USD for each Multiplex programming change performed by the Technical Support Department for adding options and/or changes from the vehicle's original specification.

To avoid delays in service, please ensure that a purchase order is available at the time of your call to request this programming service.

If you have any questions or additional comments, please call E-ONE Technical Support at (352) 861-3612.

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## Sales Applications

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**Subject: Painted Steel Wheels**

**Date: September 26, 2008**

**Contact: Dave Boland**

E-ONE has historically painted the exterior (outside facing) steel wheels on custom chassis' as a courtesy for the aesthetics of the apparatus. We will continue to provide this courtesy at no cost to the dealer / customer. The option of primary color (8100-0101) is pre-selected in quotes with steel wheels. Additional options are also selectable at no cost (i.e., black, two-tone job color and un-painted / primer).

In the event the customer requires painting the inboard side of the wheels (including inboard and outboard of inside rear wheel), we have options available as a selection (check box) in Ez-ONE. The following sales codes will be added to the quote:

**8100-0108 PAINT FRONT WHEELS  
INBOARD IATS \$278.00**

**8100-0109 PAINT REAR WHEELS  
INBOARD IATS \$555.00**

(NOTE: This selection will be a quantity of (2) with a tandem axle.)

With these selections, all interior surfaces of the wheels will be painted. These options are currently an available selection in the cab / chassis module in Ez-ONE.

Commercial chassis' will have their wheels painted as requested on the Commercial Chassis Request Form (No change in this procedure).

If you have any questions, please e-mail me at [dboland@e-one.com](mailto:dboland@e-one.com) or phone 352-861-3543.

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## Sales Applications

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**Subject: November 2008 Price Revision**

**Date: September 26, 2008**

**Contact: Bill Carroll**

Since late 2007 commodity prices have continued to escalate, steel is up 100%, and aluminum up 20%.

Due to forward contracts and operational efficiency improvements, both E-ONE and our major suppliers have been able to minimize the impact of these commodity increases; however as forward contracts expire inevitably further material cost increases are being incurred.

Therefore all orders received from November 1, 2008 will be subject to a price increase. Additionally the current material surcharge will be formalized and rolled into this increase with a combined effect of increasing list prices by an average of 5.5% (which is in reality a 3.5% increase above the current material surcharge).

To ensure that all bids issued during October for order placement from November 1, 2008 include the appropriate pricing, the following actions will take effect from Wednesday, October 1, 2008.

### Material Surcharge

A commodity surcharge of 1.938% was instituted on May 15, 2008. As industry analysts do not predict any future relief in commodity costs, the material surcharge will be rolled into this general price increase.

### General Price Increase

A general list price increase of 5.5% will be effective at 12:01 AM on November 1, 2008. The price increase will be effective on all products. The new pricing will be in effect on all orders received after 12:01 AM, November 1, 2008. On October 1, 2008, all quotes in Ez-ONE will be rolled to price slot 18, which will have the 5.5% price increase. The quote owner will have the capability of switching the price back to price slot 17, the current price slot. Having access to both price slots will allow the quote owner to use the appropriate price slot based on the expected order entry date. All quotes not entered as an order by 12:01 AM November 1, 2008 will be rolled to the new price slot automatically. Spec 1 quotes will see the price increase on November 1, 2008 and will not have the capability of switching between pricing during the month of October.

Example: Quote XXXXX is in concession and expected to be entered as an order on October 30, 2008. The quote owner can put the pricing at current pricing, slot 17. Quote YYYYY is in bid review, going to bid on Oct 30, but not expected to be an order until November 14, 2008. The new price, slot 18, will allow the quote to be bid at the correct price and receive the correct concession.

Price protection may be requested for potential orders which may for some valid reason be postponed until after November 1, 2008. Quotes will only be considered for price protection if they have a customer name and valid quote number. Price protection may be requested on a per order basis; please contact Dee Lott, dlott@e-one.com no later than October 10, 2008 with the customer name, quote number and a rationale as to why the order will not award prior to November 1, 2008. Decisions will be notified via e-mail of any price protection and the time frame of that protection.

In anticipation of a higher than normal order intake prior to the price revision, quotes need to be submitted into Ez-ONE and the Bids@E-ONE mailbox **prior to** October 13, 2008 to allow for adequate turnaround time before the deadline. Bid processing response times during these periods are normally longer due to the volume of quotes received.

We appreciate your support. If you have any questions related to these pricing actions, please contact me at wecarroll@e-one.com.

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## Dealer Operations

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**Subject: New Ez-ONE Workflow for Bid Review and Discounts**

**Date: September 11, 2008**

**Contact: George Logan**

In order to create a simpler, systematic workflow and reduce time, yet capture all the information required to make an informed decision with regard to discounting, the following change to the Ez-ONE workflow will be implemented effective tomorrow, September 12, 2008:

The parallel workflow which has allowed simultaneous bid review and request for discount will be replaced with a new workflow process which requires bid review first, prior to any discount request. The new flow, in simple terms, shall be:

**Dealer > Bid Review > Dealer (for clean-up and review) > Region Director > VP Dealer Operations > Dealer (with discount).**

As a reminder, the Bid Review team is working toward a turnaround goal of 5 business days. Currently, please allow **7-10 business days for review**. You will find most bid reviews will be done within that window.

Any bids in the system currently will be work-flowed as they were submitted. Effective with opening of business tomorrow, the new process will be in effect.

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<b>Web Sites</b>			
Dealer Portal	<a href="http://my.e-one.com">http://my.e-one.com</a>		
Fire Locker	<a href="http://www.firelocker.com">http://www.firelocker.com</a>		