

# Clarey's Safety Equipment News:



**FDIC Update:** The 2011 FDIC is now just a memory, but WOW what a Conference and what a display at the Pierce Booth... The attendance was reported to be 28,718 people with over 15,000 visiting Lucas Oil Stadium on Thursday alone. Pierce once again generated a great deal of excitement with the introduction of their New Dash CF™ chassis... You simply just have to see this new chassis to believe it... Great Job Pierce... You continue to be the innovator and lead our industry...

Meet the Dash CF™ Chassis – Features a 10” lower front windshield to improve site lines to the ground with great wiper coverage due to no window center post... The engine is moved rearward by 4’ and lowered into the frame meaning no engine tunnel between the driver and officer and room, room, room... All seats were moved inboard for greater leg, hip & shoulder room and added space for seatbelt use... Service was addressed Big Time with a variety of ease of service initiatives we have to show you... Prepare to see, what you’re up against... Prepare with ease of service and heavy-duty construction... BE Ready... Situation Ready... with the Dash CF™ Chassis



## Pierce Hires New Regional Vice President:



Hey everyone, meet Jeff Rhein our New Regional Vice President for Pierce. ... Jeff has vast experience in the fire industry and hails from Minnesota, so you’ll probably be seeing his smiling face around more often... Welcome aboard Jeff... Congratulations to you on your new position... We look forward to working with you and are glad that you are here to help us promote the Pierce product line...

## Motley Crew:

No, not the Band Motley Crew, this crew was the Clarey's Safety Equipment contingent who attended this year's FDIC... Pictured from left to right are Scott Lumby, Brandon Czaplewski, Jay Clarey and Gib Yakesh... While much time was spent in the Pierce booth greeting customers within our sales territory (Thanks to all of you who took the time to stop and visit with us) everyone was able to take some time to explore the many FDIC exhibits (can you say “sore feet”), where we were able to interact with many of our vendor partners like Scott Safety (what a nice new camera), Fire-Dex (wow what a great new boot you have) and many others... It was great to see all of you...



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