



FIRE TRUCKS

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PRESS RELEASE

BME FIRE TRUCKS EXPANDS DEALER NETWORK TO CANADA

North America's leading wildland apparatus manufacturer taps Commercial Emergency Equipment for establishment of Canadian Dealer Network.

BOISE, ID - August 9, 2022 - BME Fire Trucks has awarded the exclusive dealership territory for its emergency apparatus in Canada to Commercial Emergency Equipment for Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, and all Canadian Territories. Commercial Emergency Equipment is a top provider of emergency apparatus in Canada, and handles all sales, service, demonstration, and distribution of BME products in Canada. This partnership expands its product portfolio to encompass all aspects of the wildland market segment.

“We are excited to have Commercial Emergency Equipment as our exclusive dealer in Canada,” said Chad Moffat, President of BME Fire Trucks. “Having previously sold emergency vehicles through a factory-direct model for Canadian customers, awarding a dealership to Commercial Emergency Equipment will ensure better access to our products, designs, parts, and service.”

BME Fire Trucks are known throughout the industry for their quality craftsmanship, rugged reliability, and limited lifetime body warranty. As a result, BME currently supplies apparatus to municipal fire departments and districts throughout the U.S. and Canada, all branches of the U.S. military, and American federal agencies such as the US Forest Service, National Park Service, Department of Fish and Wildlife and the Bureau of Land Management. The partnership allows BME to have Commercial’s trained apparatus specialists on the ground in every province of the sales territory to further educate Canadian municipalities and provincial governments seeking wildland apparatus about the benefits of BME products.

“With climate change fueling increased wildland and urban interface fire activity, there is a desperate need to provide Canada’s first responders with field-proven, capable, high-performing, ruggedized apparatus; that’s where our partnership with BME comes into play,” said Morgan MacKay, General Manager of Commercial Emergency Equipment.



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“Who better than Commercial to bring the biggest, baddest wildland apparatus to Canada? We can't wait to get started, and we're eager to get some of these incredible trucks into the hands of firefighters up here,” he added.

BME Fire Trucks are now available to be built and sold through Commercial Emergency Equipment for Canadian customers. For more information or to schedule a viewing, contact Commercial Emergency Equipment Sales Manager Carey Feduniw at cfeduniw@comtruck.ca or email BME at sales@bmeffire.com.

About BME Fire Trucks

BME Fire Trucks, located in Boise, ID, opened its doors in 1990 and has been manufacturing fire trucks for over 30 years. In 2021, BME announced a strategic alliance with Pierce Manufacturing to meet the growing needs in the wildland market and to collaborate on new fire suppression products. Due to the continued growth and demand, BME moved into a new facility in October of 2021, located at 4600 S Apple Street, Boise, ID 83716, expanding operations from 75,000 sq ft to over 200,000 sq ft.

Media Contact: Emely Srimoukda, Marketing Director (208) 338-1444

About Commercial Emergency Equipment

Commercial Emergency Equipment, a part of the Commercial Group of Companies, is Canada's expert supplier of emergency equipment. Commercial is the authorized dealer for Pierce, BME Fire Trucks, MaxiMetal, and Oshkosh Airport Products apparatus from Ontario to BC including all Canadian Territories. With a 75-year history, 300+ employees across Canada in six main branches, and 200,000+ sq. ft. of combined production and service space, Commercial has an unmatched parts, service, training, testing, and support network for emergency apparatus. Commercial provides its customers access to industry-leading service and support including mobile EVT's, pump testing, annual inspections and maintenance, a significant stock of on-the-shelf parts, 24/7 emergency service and more. For more information, visit www.comemerg.ca.

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