

JOHN HEFFNER JOINS DEMERS AMBULANCES

July 28, 2010 - Beloeil, Quebec – Demers Ambulances, one of North America’s largest and oldest ambulance manufacturers and the Canadian leader, is proud to announce that John Heffner has joined the Demers Ambulances Sales Team on July 19. Mr. Heffner will assume the position of Eastern Regional Sales Manager and will be responsible for both dealer development and direct retail sales in the Eastern Region of United States.

“We are privileged to welcome someone of John’s experience and background to our team,” says Ben R. Lafortune, Executive Vice President of Demers Ambulances. “John has been in the emergency industry for over 20 years. Being himself an emergency responder and an emergency vehicle sales consultant for many years, he knows exactly what EMS owners, paramedics and customers are expecting from an ambulance manufacturer. John will be of great contribution to Demers in our quest to consistently offer the best ambulances and to exceed our customers’ expectations and needs,” adds Mr. Lafortune.

In his early career, Mr. Heffner served as a Firefighter in the U.S. Air Force for 6 years and worked for the Department of Defense as a Firefighter for 20 years. He served the United States proudly and worked in various locations including Germany and Spain. He started his career in Emergency Vehicle Sales in 1998 and worked for a few renowned distributors during this time.

Demers Ambulances has been focusing a significant portion of its sales efforts on the United States market for the last 6 years, developing new products specifically to serve the needs of the U.S. market. John will help us acquaint all providers in the Eastern Region with a knowledge and understanding of the entire Demers Ambulances product line-up.

Based in Biglerville, PA, John can be reached at 717.357.0364 jheffner@demers-ambulances.com

About Demers Ambulances

Demers Ambulances is the Canadian leader in ambulance design, manufacture and distribution and one of the largest firms in North America. 2010 marks 50 years of success for Demers, with more than 15,000 ambulances sold to customers in over 20 countries. With advanced products that consistently meet and exceed expectations of emergency services specialists around the world, Demers Ambulances is recognized as an innovator in ambulance engineering, introducing and perfecting details that keep paramedics and occupants safe while meeting today’s global challenges.

Accredited by the National Truck Equipment Association (NTEA) in the USA within their “MEMBER VERIFICATION PROGRAM”, by DOT and by Transport Canada and also recognized as a “QUALIFIED VEHICLES MODIFIER” (QVM) by the Ford Motor Company, Demers Ambulances meets the highest standards in the industry. To learn more about Demers Ambulances, visit www.demers-ambulances.com

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