



TRUST THE TRUCK

GLOBAL LEADER IN FIREFIGHTING TECHNOLOGY & RESOURCES

WWW.ROSENBAUERAMERICA.COM

WELCOME TO ROSENBAUER

150+
YEARS OVER 150 YEARS OF EXPERIENCE

With more than **150 years** of manufacturing experience, Rosenbauer is a global leader in firefighting technology and resources. We are the world's largest manufacturer of fire equipment with 11 manufacturing locations worldwide. A **family-owned** business that was founded in 1866, Rosenbauer has built global partnerships that have helped build the most innovative and safest fire trucks on the market.

At Rosenbauer, we develop the latest technology and build the toughest vehicles. That's because when lives are at stake, anything less can be catastrophic. Our vehicles, production teams and service personnel are ready to do **whatever it takes** to ensure your community's safety and satisfaction.

WHAT DIFFERENTIATES ROSENBAUER AMERICA FROM THE COMPETITION?

We manufacture firefighting apparatus and **ONLY** firefighting apparatus. And we do it very well.



THE WORLD'S MOST COMPLETE LINE



BODY STYLES CUSTOMIZED TO MEET YOUR NEEDS

Rosenbauer offers the widest range of vehicle types on the market today. Whatever the size, location, geography, or makeup of your department or coverage area, Rosenbauer can design and manufacture the apparatus that meets your unique needs. We have direct access to **cutting-edge technology** and an unmatched professionalism that combine to ensure your complete satisfaction.

Rosenbauer offers more than 300 cab configurations and strong, durable bodies so that you can **build the truck you want**. Working with you, we customize storage capacity, body material, compartment height, pump capacity, pump type and chassis to create a firefighting vehicle that works seamlessly every time.



Rosenbauer offers the widest range of vehicle types on the market today.



STRENGTHS OF ROSENBAUER



THE LEADER IN FIREFIGHTING APPARATUS AND TECHNOLOGY

The **quality** of our firefighting vehicles is reason enough to choose Rosenbauer for your firefighting needs. And, there are even more advantages to doing business with us.

STRENGTH

- ◆ **World's Largest Producer** of Firefighting Vehicles and Solutions
- ◆ More than 150 years of continued manufacturing experience
- ◆ Over 2,600 employees worldwide, including 600 in North America
- ◆ Over 2,000 vehicles produced world-wide annually, including 700 in North America
- ◆ Sold and serviced by 40 independent dealerships with 250 sales and service professionals

FAMILY-OWNED, FAMILY CULTURE

- ◆ Rosenbauer America is a 50-50 partnership between North American and European families
- ◆ Family members still control the majority of Rosenbauer stock
- ◆ Decisions about investments in product, facilities and research are based on **long-term goals**, not short-term profits
- ◆ Rosenbauer is still managed by family members

WORLD-WIDE RESOURCES AND INNOVATIONS

- ◆ **11 production facilities on four continents**
- ◆ Ability to share cutting-edge global technology with all firefighters
- ◆ Hybrid Fire Apparatus
- ◆ Custom Chassis: Commander, Avenger and Warrior
- ◆ Panther ARFF vehicles
- ◆ Open space cabs | Roll-up doors | Equipment storage systems
- ◆ Rear-mount pumps

AT ROSENBAUER, WE HAVE ALIGNED OURSELVES IN GLOBAL PARTNERSHIPS THAT GIVE US ACCESS TO WORLD-WIDE TECHNOLOGY AND INNOVATION, INCLUDING THE BEST ENGINEERS IN THE WORLD.

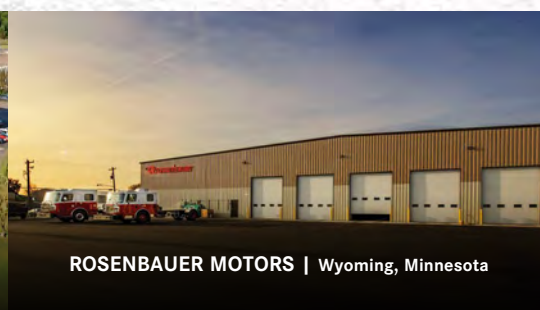


FINANCIAL STABILITY

- ◆ **More than 150 Years of Financial Stability**
- ◆ Rated by Dunn and Bradstreet
- ◆ Excellent Financial Ratios Show Longevity
- ◆ Long-Term Parts and Service
- ◆ No Concern of Losing Your Investment

INNOVATION AND CUSTOMIZATION

- ◆ Ability to **Manufacture to Your Needs**
- ◆ Latest 3D Engineering Programs
- ◆ Widest Range of Products Available
- ◆ Smart Aerial Controls
- ◆ High Pressure Foam
- ◆ Green Star Idle Reduction Technology
- ◆ Ez Load Hosebed
- ◆ Safe Scene Control Panel
- ◆ Self-Leveling Aerial Turntable
- ◆ Simultaneous Normal and High Pressure Pumping Systems



Rosenbauer has built a reputation for excellent industrial production that is strongly oriented towards the fulfillment of individual customer wishes.

ROSENBAUER INTERNATIONAL | Leonding, Austria

ROSENBAUER MINNESOTA | Wyoming, Minnesota

ROSENBAUER MOTORS | Wyoming, Minnesota

ROSENBAUER SOUTH DAKOTA | Lyons, South Dakota

ROSENBAUER AERIALS | Fremont, Nebraska

EVERY DETAIL COUNTS. EVERY TIME.

HAND-CRAFTED WITH CARE

Every apparatus at Rosenbauer is manufactured by **skilled craftsmen** who genuinely care about the final product. Every option, from cab and body style to the way the unit is finished, is tailored to **individual needs**.

Rosenbauer's sales and engineering departments work as a team. The company's estimating, engineering, sales staff, floor managers and supervisors have a depth of experience and can draw on **world-wide resources** to ensure the best customer experience and a rock-solid product.



Rosenbauer will deliver on even the most detailed truck cab and body request.



LINE-X and stainless steel control panels offer good visibility, simple operation and easy pump access.



Our custom-designed downdraft paint booths with oven bake systems guarantee the ultimate finish on each truck.



Large equipment storage compartments ensure that everything you need arrives at the scene, right in place.



Roll-up doors allow for easy equipment loading and provide an easier, safer way to access equipment.

A WORLD LEADER IN FIREFIGHTING TECHNOLOGY

ROSENBAUER EXCELS IN MANUFACTURING AND TESTING

Whether it's a commercial pumper or a one-of-a-kind aerial, each truck is unique in the eyes of Rosenbauer's production teams. To us, each apparatus is a unique piece of equipment that deserves the **utmost attention**. Each truck receives close inspection during production and on the showroom floor.

At Rosenbauer, quality comes first.



ROSENBAUER'S COMMITMENT TO YOU

150+ YEARS IT'S ALL IN THE FAMILY

**Technology.
Innovation.
Leadership.**

Rosenbauer is still primarily **family-owned and managed**. For you, that means it's just easier to do business with us. Family members are always available for you to speak with, and your needs are our first consideration. Decisions are made quickly and efficiently, and we think about the **long-term benefits**, not short-term profits.

Rosenbauer has grown from modest roots in Austria and America's heartland into the **world's largest manufacturer of fire apparatus and firefighting equipment**. Today, we employ a global workforce of more than 2600 people who pride themselves on providing dependable parts, first-class service and unwavering reliability.

Our team leaders, from our production managers to our CEO, will make sure that you are getting the vehicle you designed.

That is our commitment to you.





FIREFIGHTING TECHNOLOGY



 ROSENBAUER GROUP

 @ROSYFIRE

 ROSENBAUERFIRE

 ROSENBAUERUS

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