


Crimson Fire Welcomes Arrowhead Equipment As New Dealer

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The Brandon, S.D. based manufacturer of custom fire trucks, aerials and rescue vehicles said that Arrowhead Equipment will serve 10 counties in upstate New York from its headquarters in Queensbury.

Founded in 1987, Arrowhead is a full-line truck dealer that sells and services truck equipment, including custom-built bodies, municipal and military equipment, fire apparatus and ambulances.

"Arrowhead Equipment has an excellent reputation in the truck equipment industry, and we are pleased that they have chosen to represent Crimson Fire as they expand into the sales and service of fire apparatus," said William F. Doebler, vice president of sales and marketing for Crimson.

"Their experience in service and repair of heavy-duty equipment makes them ideally suited to provide support to fire departments throughout the region. Arrowhead is a good addition to

Crimson's growing network of dealers."

Arrowhead sells and services heavy-duty trucks, snow blowers and plows, cranes, dump trucks, street sweepers and related vehicles. The company, which employs 45 workers at two locations, maintains a complete heavy-duty body shop, truck repair and parts facility, with 24-hour roadside assistance. Its technicians hold certifications in the repair of diesel engines, pumps, hydraulic and air brakes, welding and all types of trucks.

Arrowhead works with many municipalities, fleet and corporate customers in upstate New York. It also has a

Arrowhead Equipment, Inc., who are hoping to expand further into the emerg

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Arrowhead Equipment has a wide range of customers in upstate New York

longtime business relationship with the U.S. Army Corps of Engineers, supplying custom mounting hardware and electrical components for military vehicles.

"As we looked to expand into the emergency-rescue industry, we were pleased to be able to represent Crimson," said Travis Croteau, division manager for Arrowhead.

"We were very impressed with Crimson - not only do they have more than a century of experience in this industry, they make really superior products when it comes to body construction. In this area of New York, our departments need something really ruggedly built to the meet the demands of this mountainous terrain."