

PEAK PERFORMANCE
YEAR AFTER YEAR



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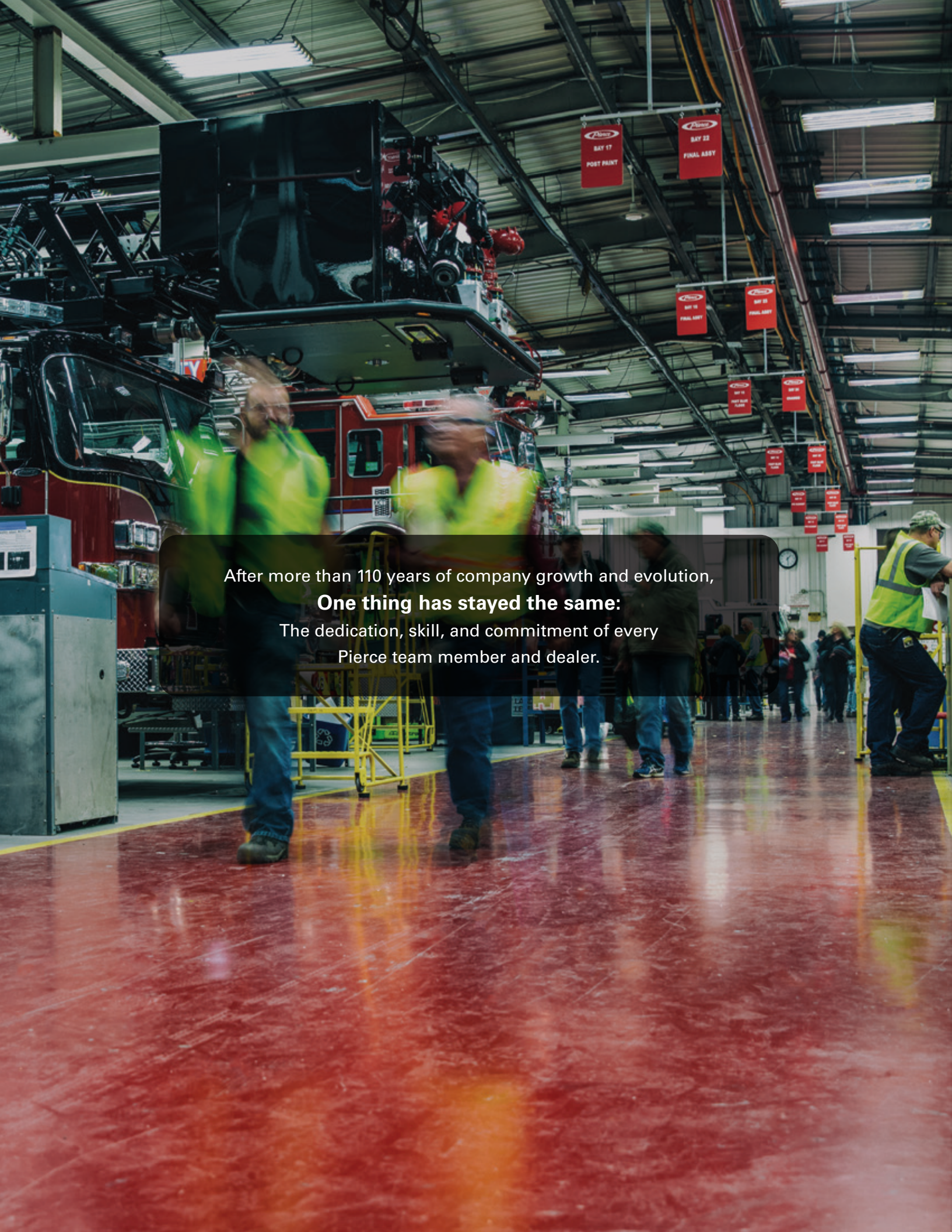
Pierce Manufacturing Inc.
P.O. Box 2017, Appleton WI 54912-2017 USA

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After more than 110 years of company growth and evolution,
One thing has stayed the same:
The dedication, skill, and commitment of every
Pierce team member and dealer.



From a small job shop to a global manufacturer
that has never once forgotten what rides on its frame rails.

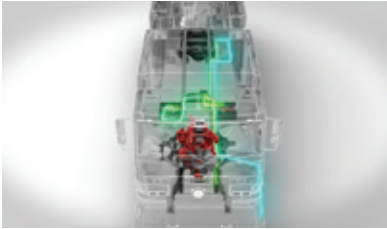
INVESTING OUR TIME AND ENERGY
IN PEOPLE WHO SAVE LIVES AND PROPERTY.



2020-2023



2020
HAAS ALERT COLLISION MITIGATION
warns motorists and first responders of oncoming emergency vehicles – reducing the likelihood of vehicle accidents



2020
REDUCE EMISSIONS
with Idle Reduction Technology (IRT) – apparatus powered by lithium batteries to reduce truck idle time



2021
ENGINE OFFERINGS
grow to include the PACCAR MX-13 – a big block engine with up to 510 hp



2021
SIDE ROLL PROTECTION ON FREIGHTLINER
commercial chassis – exclusively available as an option from Pierce



2021
PIERCE VOLTERRA™ PUMPER
introduced as the first electric fire truck in service in North America featuring a patented parallel-electric drivetrain allowing for zero-emissions operation when powered by the onboard batteries



2021
BOISE MOBILE EQUIPMENT
purchase of ownership interest will strengthen collaboration between Pierce and BME within the wildland market and create a strong independent dealer distribution model



2022
FIRE AND EMERGENCY SEGMENT EXPANDS
with Oshkosh Corporation's acquisition of Maxi-Métal Inc. (MAXIMETAL). MAXIMETAL is a leader in the design and manufacturing of custom fire apparatus and utility vehicles in the Canadian market



2023
BOB SCHULZ ELECTED PRESIDENT
2023-present

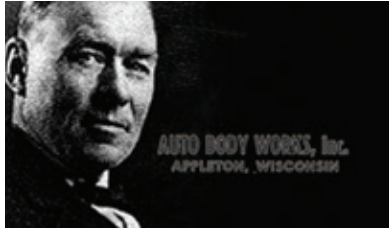
1913-1946



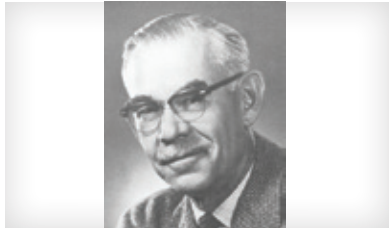
1913
PIERCE FOUNDED AS AUTO BODY WORKS
by Humphrey & Dudley Pierce in Appleton, WI



1917
COMPANY WAS INCORPORATED
under the name Auto Body Works, Inc.



1920
DUDLEY NAMED PRESIDENT
after father Humphrey's passing 1920-1954



1927
EUGENE L. PIERCE
(Dudley's son) joined as a truck body quality inspector



1927
SERVICES EXPANDED
to the specialty utility body market



1939
FIRST FIRE TRUCK BODIES
were built with Barton-American pumps; pioneered the use of rear chevron striping more than 60 years before it became a safety standard



1946
MORE SPACE
was acquired for a stock room, paint booth, utility/beverage body sections, and mounting



1946
AFTER WORLD WAR II
the company produced its own fire apparatus on commercial chassis with Darley pumps



1948
DOUG OGILVIE JOINED THE COMPANY
 after caddying for Eugene Pierce at Butte des Morts Country Club



1950
PRODUCTS BRANDED AS PIERCE
 to reflect company legacy and commitment



1954
EUGENE BECAME PRESIDENT
 in place of his late father, Dudley 1954-1960



2008
PUC™ LINE EXPANDED
 to top-mount pumpers and 75' aluminum aerial ladders



2009
100' ALUMINUM AERIAL PLATFORM LAUNCHED
 offering improved reach and greater stability for challenging rescue situations



2010
JIM JOHNSON ELECTED PRESIDENT
 2010-2023



1960
OGILVIE ELECTED PRESIDENT
 with sales topping \$1M during his first year; company was renamed Pierce Auto Body Works, Inc. 1960-1986



1969
PIERCE MANUFACTURING, INC.
 became the official company name – logo launched the following year



1970
PIERCE'S NEW HOME
 was built in a 62,000 square foot facility off highway 41 in Appleton, WI



2013
PIERCE CELEBRATED 100TH ANNIVERSARY
 through One Century Strong employee recognition and community festivities



2013
100TH ANNIVERSARY OPEN HOUSE
 brought over 12,000 people to the Appleton, WI facility



2013
FIRST 9/11 MEMORIAL STAIR CLIMB AT LAMBEAU FIELD
 honored those who gave their lives and raised money for the National Fallen Firefighters Foundation



1982
PRODUCTION OF ARROW BEGAN
 dubbing Pierce a single-source custom fire apparatus manufacturer, which was discontinued in 2023 when Pierce streamlined its custom chassis offerings



1984
DASH IS UNVEILED
 marking the fire industry's first custom tilt cab, which was discontinued in the mid-2000's after two decades of service



1985
LANCE CUSTOM SPLIT-TILT CAB
 delivered seating for ten until its discontinuation in 2009; Pierce also built its first aerial platform for Morehead, KY



2017
CARE™ (CARCINOGEN AWARENESS AND REDUCTION TO EXPOSURE)
 brings cancer awareness and clean cab apparatus options to the forefront of the fire industry



2018
CLASS-DEFINING ASCENDANT 100' AERIAL TOWER
 maximized maneuverability, drivability, operability, and serviceability



2019
ULTRA HIGHRISE PUMPER
 can pump fire suppression agents to a height of 1,378 ft – designed for cities around the world with buildings that exceed 1,148 ft in height



2007
ELECTRONIC STABILITY CONTROL
 was made available to the fire industry for the first time in history



2007
WILSON JONES ELECTED PRESIDENT
 2007-2010



2007
PUC™ LAUNCHED
 eliminating the bulky pumphouse to maximize space without compromising performance



1957
DARLEY MID-SHIP PUMP
 partnership expanded sales outside the home region



1958
SHOP FLOOR
 was equally split with fire apparatus, utility bodies, and beverage bodies



1958
SNORKEL WAS BORN
 in a meeting between Art Moore and Ogilvie – the first design was doodled on a napkin, which was later discontinued in 1997



2010
FIRST FIRE APPARATUS SOLD TO CHINA
 with an order to Nanjing, Jiangsu Province Fire Bureau



2011
DASH CF & HUSKY™ 3 FOAM SYSTEM
 were introduced, later discontinuing the Dash CF in 2016



2012
30 YEARS BUILDING CUSTOM CHASSIS
 reached, totaling 27,023 custom chassis and 51,600 trucks



1971
CONSTRUCTION COMPLETED
 after one year – fire assembly moved in



1975
FIRST EXPORT ORDER RECEIVED
 from Saudi Arabia – 700 large rescue trucks, trailers, and Snorkels



1979
FIRST ALUMINUM CHASSIS
 introduced via Pierce's debut custom cab, the Pierce Arrow



2014
TIMELESS RELIABILITY RETURNED
 as Pierce re-launched the Enforcer™ chassis and introduced the all-new Saber® custom chassis



2015
ASCENDANT® 107' STEEL LADDER
 launched on a single rear axle with 107' vertical height and 100' horizontal reach



2017
ASCENDANT® CLASS OF AERIALS
 redefined performance in five new categories



1985
FACILITY EXPANSION
 began to accommodate engineering, research, and pump testing; 850+ people worked at Pierce



1986
MIKE REESE ELECTED PRESIDENT
 1986-1996; Doug Ogilvie became CEO



1988
75TH ANNIVERSARY
 was celebrated; manufacturing focused solely on fire apparatus

1989-2006



1989
OGILVIE RETIRED
 after 41 dedicated years with the company



1991
100' AERIAL PLATFORM INTRODUCED
 in addition to the Pierce MicroController self-diagnostic system, which was later discontinued in the early 2000's



1992
PIERCE SABER® & 75'/105' HEAVY-DUTY LADDERS
 brought timeless, custom performance and heavy-duty reach to the market



1995
QUANTUM CHASSIS LAUNCHED
 featuring the strongest frame in the industry, signature automatic folding steps, and seating for ten firefighters, remaining in production until 2023



1996
HUSKY™ FOAM SYSTEM INTRODUCED
 discharging multiple viscosities for both Class A and B fires; Pierce was the first to fully integrate multiplexing via Command Zone™, company was acquired by Oshkosh Corporation



1996
BOB BOHN ELECTED PRESIDENT
 1996-1998



1998
JOHN RANDJELOVIC ELECTED PRESIDENT
 1998-2007



1998
PROLIFIC EXPANSION & ISO 9001 CERTIFICATION
 achieved in one year: Hercules CAFS, ENCORE rescue, new 85' platform, and Sky-Arm 100' articulating aerial ladder platform, production for these products discontinued as the company grew their product portfolio



1999
PIERCE & KENWORTH INTRODUCED THE T-300
 fire and emergency chassis; Pierce launched value-driven Contender series which was discontinued in 2011



2000
MANUFACTURING DEVELOPMENT
 expanded to Florida via Pierce's acquisition of the Bradenton facility



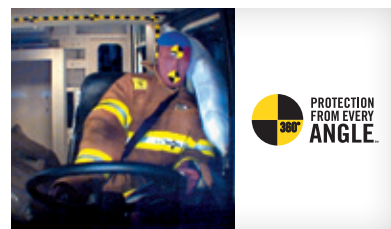
2000
NEW MILLENNIUM BROUGHT EXPANSION
 with Pierce's 7th custom chassis, the Enforcer™, and first mid-mount aerial platform



2001
TAK-4® INDEPENDENT FRONT SUSPENSION SWEEPED THE MARKET
 dramatically improving braking, ride quality, and overall durability



2002
INNOVATION CONTINUED
 as Pierce introduced the Husky 10 Foam System, VLH self-venting caps, and Hawk Extreme wildland truck which was later discontinued in 2015



2003
SIDE ROLL PROTECTION
 was integrated into custom chassis providing industry-first roll-sensing safety



2004
75' ALUMINUM AERIAL EMERGED
 carrying 500 gallons of water and 115' of ground ladders



2005
MORE SAFETY INNOVATIONS
 pioneered, including the tire protection system, rollup hosebed covers, luminescent rung covers, rear air curtains, and Roll Stability Control



2006
FRONTAL AIR BAGS
 available in custom chassis for the first time; PS6® seat debuted built-in side roll protection



2006
VELOCITY® DELIVERED SPECIFIC FIREFIGHTER REQUESTS
 including increased space, clutter management, advanced visibility, custom seats, and ease of maintenance