



# CRESTLINE®

**NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

## **Crestline Coach Celebrates 50 Years of Manufacturing Excellence and Growth**

*An Ongoing Legacy in the EMS & Specialty Vehicle Industry*



**APRIL 4<sup>th</sup>, 2025 – SASKATOON, SK:** Crestline Coach is proud to celebrate its 50<sup>th</sup> anniversary in 2025, marking half a century of exceptional growth, innovation, and leadership in the EMS and specialty vehicle industries. Founded modestly in 1975 by three entrepreneurs from Saskatchewan, Crestline has evolved from a small family business into a cornerstone of the province's manufacturing sector, trusted both nationally and internationally. This success has been driven by a relentless commitment to excellence and adaptability in meeting the needs of the sectors it serves.

Over the past five decades, Crestline has delivered more than 16,000 ambulances to 32 countries, alongside 4,000 buses & vans in Canada. Each of these vehicles has been, and will always be, meticulously designed to support the mission of its operator—whether serving paramedics and their patients or transit workers and passengers. These milestones highlight Crestline's dedication to providing safe, reliable, and practical solutions, helping communities stay connected and protected.

"Fifty years of growth and success not only demonstrate the hard work of our dedicated employees but also the trust our customers place in us," said Steve Hoffrogge, President of Crestline Coach and Demers Ambulances in Canada.

### **Building for the Future: Innovation, Expansion, and Growth**

Crestline's growth over the past decade has been driven by a focus on operational efficiency and expanding production capacity, leading to the widespread adoption in Canada of iconic models like the FleetMax and NewEra, which have solidified the manufacturer's position for continued success.

A major milestone in this journey is the newest model: CCL 150—the company's first collaboration within the partner group to design a vehicle specifically for the US market. This menu-driven model was built to offer dependable and practical solutions for a trusted customer experience.

"The CCL 150 represents our deep commitment to serving the unique needs of US EMS agencies," said Rob Eichorst, Commercial Vice President - US. "By collaborating directly with our dealer network and Fire/EMS partners, we've designed a vehicle that addresses the specific operational challenges of US emergency services, including faster delivery times. This 50-year milestone isn't just about celebrating our past; it's about demonstrating our long-term investment in becoming the preferred ambulance partner for US emergency services."

In 2018, Crestline joined the Demers-Braun group as its third member, and in 2021, the group expanded with the addition of Medix Specialty Vehicles. These strategic partnerships have fueled Crestline's growth and enabled collaboration with industry leaders to deliver even better solutions.

Building dependable and practical solutions for a trusted customer experience.



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In the last two years, Crestline has significantly expanded to address the growing demand and tackle the lead time challenges in the EMS industry, helping them save lives. A 30,000-square-foot production facility expansion, a nearly doubled workforce, and the opening of a new facility for remounts and bus processing have all strengthened Crestline's manufacturing capabilities. Crestline's strategic initiatives strengthen its position as a significant employer in the Saskatoon region, a vital contributor to the local economy, and a provider of essential resources for customers.

Crestline's Bus division, exclusively serving the Canadian market, is also venturing into the rapidly growing field of non-emergency transport. With specialized van conversions for non-emergency medical transportation, the company is diversifying its specialty vehicle portfolio. "We're always looking for ways to improve and evolve," said Scott Sawatsky, Vice-President Sales and Marketing for Demers and Crestline in Canada. "By investing in new technologies, expanding our production capabilities, and diversifying our product offerings, we can serve our customers even more effectively. This anniversary is just the beginning of an exciting new chapter for Crestline."

### 50 Years Strong

As Crestline celebrates 50 years of success, the company is deeply grateful for the support and trust of its employees, customers, and partners in Canada and the US. Looking forward, we are excited to continue building on this success and delivering innovative, life-saving solutions to the EMS and specialty vehicle industries.

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### About Crestline Coach

Founded in 1975, Crestline Coach is a leading Canadian manufacturer and supplier of ambulances, specialty vehicles, and emergency medical equipment. Headquartered in Saskatoon, Saskatchewan, Crestline is a key player in Canada's manufacturing sector, serving customers across Canada, the United States, and internationally. In addition to manufacturing emergency vehicles, Crestline is a nationwide dealer of commercial buses, including transit, shuttle, tour, and wheelchair-accessible models. To learn more, visit [CrestlineAmbulances.com](http://CrestlineAmbulances.com) and [CrestlineBuses.com](http://CrestlineBuses.com).

### About Demers, Braun, Crestline, and Medix

Through its strong and diversified portfolio of brands - Demers, Braun, Crestline, and Medix - is one of the largest ambulance manufacturers in North America with multiple production and service center facilities across North America. Its offering of ambulance products range from the price-conscious value ambulance to the highly customized specialty vehicle. To learn more about how Demers, Braun, Crestline, and Medix can help you save more lives, visit [Demers-Ambulances.com](http://Demers-Ambulances.com), [BraunAmbulances.com](http://BraunAmbulances.com), [CrestlineAmbulances.com](http://CrestlineAmbulances.com), and [MedixAmbulance.com](http://MedixAmbulance.com).

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