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News Release

LIFE LINE AMBULANCE PURCHASES VINTAGE AMBULANCE

PRESCOTT, Ariz. – Life Line Ambulance, one of the most technically advanced private ambulance companies in Arizona, has recently gone “old school”: the company purchased a fully operational 1967 Cadillac Fleetwood ambulance, complete with rotary siren, “missile” lights and bright-red paint job.

“We searched for a vehicle that would accurately honor and recognize our past,” said Cheryl Smith, president and chief executive officer for Life Line. “This vehicle, down to the paint, is very similar to the ambulance we started out with in the back of a funeral home.

“Through hard work, we’ve earned the title of EMS Experts,” she continued. “We’ve survived through the slow-growth ‘70s and ‘80s, when 9-1-1 was in its infancy around here. We’ve successfully managed the explosive growth ‘90s and 2000s. We’ve adapted to change and adopted the latest in EMS technologies. This ambulance represents all of that and our honored past.”

The company will drive the vintage ambulance in parades and display it in classic car shows. It made its debut recently in Wickenburg for the Gold Rush Days parade.

Life Line Ambulance is the largest ground ambulance service in northern Arizona. Established in 1956, the company services more than 9,000 square miles in Yavapai County, Coconino County and in the northwest corner of Maricopa County. This area covers both populated and rural areas. Life Line currently has 11 strategically placed stations and employs a staff of approximately 225, including paramedics, intermediate and basic emergency medical technicians and registered nurses, along with a support staff of professional dispatch, customer service, human resource, accounting and fleet maintenance personnel.

For more information, visit the Web site at www.lifelineaz.com.

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• **Your EMS Experts** •



Life Line Ambulance's '67 Cadillac Fleetwood ambulance made its debut at the 2008 Wickenburg Gold Rush Days Parade.



Specifications:

Year: 1967

Make: Cadillac

Model: Fleetwood High-Top "Rescuer" Ambulance

Engine: 429 cubic inches in V-8

Length: 22 feet

Height: 7 feet, 8 inches

Weight: 7,500 pounds GVW