




Factor to Consider	 <b>Frazer</b> <sup>™</sup>	Most Competitors
<b>1 Factory Direct Experience</b>	<p>Everything about Frazer is factory direct. Our customers go straight to the source, collaborating with sales, engineering, service, and Frazer executives. There are no annoying middlemen creating frustration or delays.</p>	<p>In most cases a dealer is involved in the sales process, frequently leading to inadequate, delayed, or incorrect information going to the production floor. Ongoing support tends to be slow with the dealer model.</p>
<b>2 Air Conditioning System</b>	<p>Ice cold air conditioning provided by a self-contained 120V HVAC system has been a hallmark of Frazer products since our first day in the industry. Our customers know a cold environment is critical to quality patient care, especially with cardiac trauma.</p> <p>The self-contained unit we install functions identically to and has the equivalent cooling capacity of a one-ton home HVAC unit; it requires no hoses or tubing to be run through your module, and comes with easily accessible charging ports should you need them. Keep your environment cool whether on call or in the station with our 120V shore line input. Our system carries an industry-leading four (4) year warranty (no mileage issues) and can be swapped out in under one (1) hour if necessary.</p>	<p>The typical industry approach to ambulance HVAC has been to simply extend the chassis 12 Volt system to try and provide adequate cooling for the module. Except in extremely temperate climates (and even that's debatable), this has led to consistently poor performance.</p> <p>The cab/chassis AC system was engineered to cool a much smaller space than an ambulance module, so a typical competitor solution is to try and supplement the factory design with an extra condenser on the front wall. Or a separate roof-top unit. Or a shoreline only unit. Or some other poorly conceived band-aid solution. Along with extending supply lines through the front wall of the module, this additional hardware represents a potential maintenance nightmare. Add the fact that these truck-based systems are only designed to perform when in motion, so when a vehicle has to sit on scene, the lackluster cooling efficiency only gets worse. As for warranty coverage, good luck with that.</p>
<b>3 Electrical Power System</b>	<p>Frazer's continued growth in the EMS industry exists largely because we solved the problem of poor electrical and HVAC systems performance over 30 years ago. From the very beginning we've known that a properly-sized, independent source of 120V Alternating Current (AC) power is the only reliable foundation for your ambulance module. Currently, it's the only way to get the extraordinary performance we demand from our HVAC system. Plus all that extra power allows us to convert a substantial portion to 12 Volt DC power, allowing you to run all your equipment without an inverter, load-manager, load-sequencer, high-idler, extra batteries, or any other additional complexity to the electrical system.</p>	<p>Let's face it, load managers, load sequencers, and high idlers are really just an admission that an ambulance doesn't have enough power to continuously handle the job it was built to perform. Our competitors know this, yet insist on starting their process from this consistently flawed premise. The resulting myriad electrical problems should not be viewed as business-as-usual; they should be seen for what they are, the inevitable by-product of poor design. While LEDs may have helped reduce the draw of emergency and interior lighting, they haven't stopped the march of progress. On-board computers and printers, powered cot systems, and other advances in patient care have consumed whatever power LEDs have saved and then some. And yet, as they have for the last 50 years, our competitors still insist on asking the 12 Volt Direct Current (DC) automotive electrical system to perform this task. Like automotive 12 Volt HVAC systems, these electrical systems were designed for something far less taxing and so are prone to failure.</p>

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<b>4 Electrical System Complexity</b>	<p>Simple point-to-point wiring, commonly used terminal strips, relays, and fuses, an exterior electrical compartment with an easy-to-understand system diagram and no printed circuit boards are just some of the key features that make the Frazer electrical system the most reliable, easiest to use, easiest to troubleshoot and fastest to repair in the industry. Our exterior electrical compartment provides access to all of the critical components without the technician having to wedge into some tight space forward of the captain's chair. Monitoring diodes on the main power panel gives quick feedback to help narrow down potential trouble sources. Repairs are typically handled with easy to find fuses and relays, not pre-programmed multiplex nodes. Problems will happen. Frazer wants to make sure you're back on the road in short order.</p>	<p>As noted in the prior section, competitor electrical systems are routinely compromised from the outset due to lack of available power. Excessive power draw against insufficient supply creates a constant drain on batteries and overworks the alternator on these systems. Load managers allow the end user to prioritize which functions stop working and in what order when 12V demand exceeds supply. These are often characterized as "non-essential," though presumably they wouldn't exist on an ambulance if they weren't essential. We frequently hear mechanics refer to these problems as normal operating issues, or "business as usual." That is no doubt true of these underpowered systems, but it certainly doesn't have to be.</p>
<b>5 Quality Control</b>	<p>The factory direct experience; our superior electrical system; our excellent air conditioning; these design and collaborative elements all culminate in a level of quality unsurpassed in the industry.</p> <p>We want our customers to be excited to pick up their new ambulance. With an average of one (1) issue per unit, the Frazer delivery process redefines what you should expect when you're here to inspect.</p> <p>Get your units built on time, exactly to spec, and with the level of quality our customers demand and to which they hold us accountable.</p>	<p>If the primary emotion you feel when you accept your vehicle is frustration, you're probably dealing with a competitor. But you shouldn't have to hope for quality.</p> <p>We don't know if the problem stems primarily from the disconnect between dealer and factory, poor underlying design, or a combination of the two. But we do know the number of delivery issues we hear about throughout the industry is an order of magnitude worse than the Frazer experience. Also not uncommon in these scenarios is laying the blame at the feet of you, the customer, for having signed off on some design you didn't realize was flawed.</p>
<b>6 Cost of Ownership</b>	<p>Go LOCO!, with the Lowest Overall Cost of Ownership in the industry. Some of our customers have seen reductions anywhere from 42% - 60% in overall fleet maintenance costs.</p> <p>Superior design lets Frazer units stay on the road longer, get back on the road faster, and, should you opt to go that route, makes remounting a breeze. Reduce the number of reserve units you need by keeping your frontline fleet in service. Reduce your lifetime expenditure by remounting the modules you have onto new chassis. Reduce your downtime with modular critical components designed to be replaced in a few hours at most, not a few days at least. Switch to a Frazer fleet and go LOCO.</p>	<p>We have heard from fleet supervisors and department heads how difficult and expensive it is to maintain a functioning fleet of ambulances when they are so frequently in the shop with electrical and HVAC problems. Remounts often aren't a realistic option since no one wants to transfer the problems they already have onto a new truck, and the module is so dependent on the chassis electrical and HVAC systems..</p> <p>Most people are simply wishing that THIS TIME around it will be different. Since it's usually not, the typical approach is to increase fleet size to compensate for excessive downtime. In reality it just adds to the existing inefficient resources and increases overall operating and capital costs.</p>

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<b>7 Price</b>	<p>Contrary to what you may have heard, Frazer modules are very price competitive. Our factory direct experience means you're not paying for an unnecessary middleman. Plus, our sales team is on salary, not commission, so you're not going to be upsold. We've listened closely to our customers over the years, and most of the features you want and need are standard on a Frazer.</p>	<p>Our competitors do not offer as standard (if at all) most of the key features Frazer has engineered into our base models. Things like all LED emergency lighting, all LED interior lighting, all-aluminum cabinets, stainless steel interior cladding, are optional for most of our competitors. Dealers are notorious for aggressively upselling expensive "features" benefiting the dealer more than the end user.</p>
<b>8 Safety</b>	<p>Frazer conducts third party testing and certification to AMD, CAAS GVS, NFPA 1917, and KKK-A-1822F specifications. During our last testing phase, the lab didn't have enough weight to cause deformation during the static load test. Of the almost 2,500 EMS modules Frazer has built since 1984, we have never had a module detach from the chassis during a collision, including full rollovers and crash impacts on all four sides of the Frazer module and chassis. In addition Frazer has always been ahead of the curve on safety from the way we mount the module to the chassis, to cabinets that do not protrude into the workspace, to 6061 T-6 (heat treated alloy) double structural aluminum tubing in all corners.</p>	<p>Competitor modules most likely meet industry safety standards.</p>
<b>9 Support</b>	<p>Our factory direct experience continues long after the sales cycle ends. As a Frazer customer you get 24/7 access to an experienced service tech or Manager. If you need to speak to one of the executives, just ask. And we're happy to give you a comprehensive list of our customers, any of whom can tell you all about the service you can expect as the owner or operator of a Frazer fleet.</p>	<p>We know the dealer model can often result in frustrating and time-consuming support scenarios. The disconnect between the factory and the sales rep frequently extends the time required to get an answer. Some larger customers may have better access to executive level contacts, but most won't.</p>
<b>10 Service, Maintenance &amp; Replacement Parts</b>	<p>Service and maintenance is a breeze in a Frazer. Our critical components are modular and in most cases can be changed out in under two hours. We have simplified our electrical system to speed the troubleshooting process and to let you choose how you want to solve your issues. Do you have a cracker jack service center? Great, we'll send you the parts if you can't get them at your local parts provider. If you do need our help, we have a network of authorized service centers, or you can call us directly. Usually we can diagnose your problem over the phone, often getting you up and running right then and there. And once again, the factory direct experience extends to service and maintenance as well. Our on-site engineering and design staff is at the ready for advanced requests.</p>	<p>Running the ambulance electrical system off the chassis 12VDC charging system creates more problems than just poor performance. Once it does fail, customers are commonly left to figure out who is actually responsible for the failure. We see departments routinely caught in the middle of the finger pointing between the ambulance dealer and the chassis dealer. Assuming that fight gets resolved, the necessary parts may not arrive for days, especially pre-programmed multi-plex nodes. Adding insult to injury, and a whole new level of frustration, some of our competitors require "dealer only" parts for component replacement. Frazer knows that neither your department nor the communities you serve can afford extended down time.</p>