



RESCUE PUMBERS



CUSTOM PUMBERS



BRUSH TRUCKS



TANKERS



PUMPER / TANKERS



RESCUES



RESPONSE ONE



AERIALS



DEMO UNITS



MINI PUMBERS



EQUALIZER SERIES



REFURBS + REMOUNTS

# ALEXIS

DRIVEN TO SERVE.

## YOUR VISION. OUR MISSION.

The traditions and continual goals of Alexis Fire Equipment Company are to manufacture fire and rescue apparatus of unsurpassed quality, safety, design and value that meet customer requirements. The company will strive to maintain the tradition through continual improvement of the QMS, build technologies, increasing our market share, and excel in education of our employees.

Building better fire apparatus since 1947.

# ALEXIS

## ALEXIS FIRE EQUIPMENT

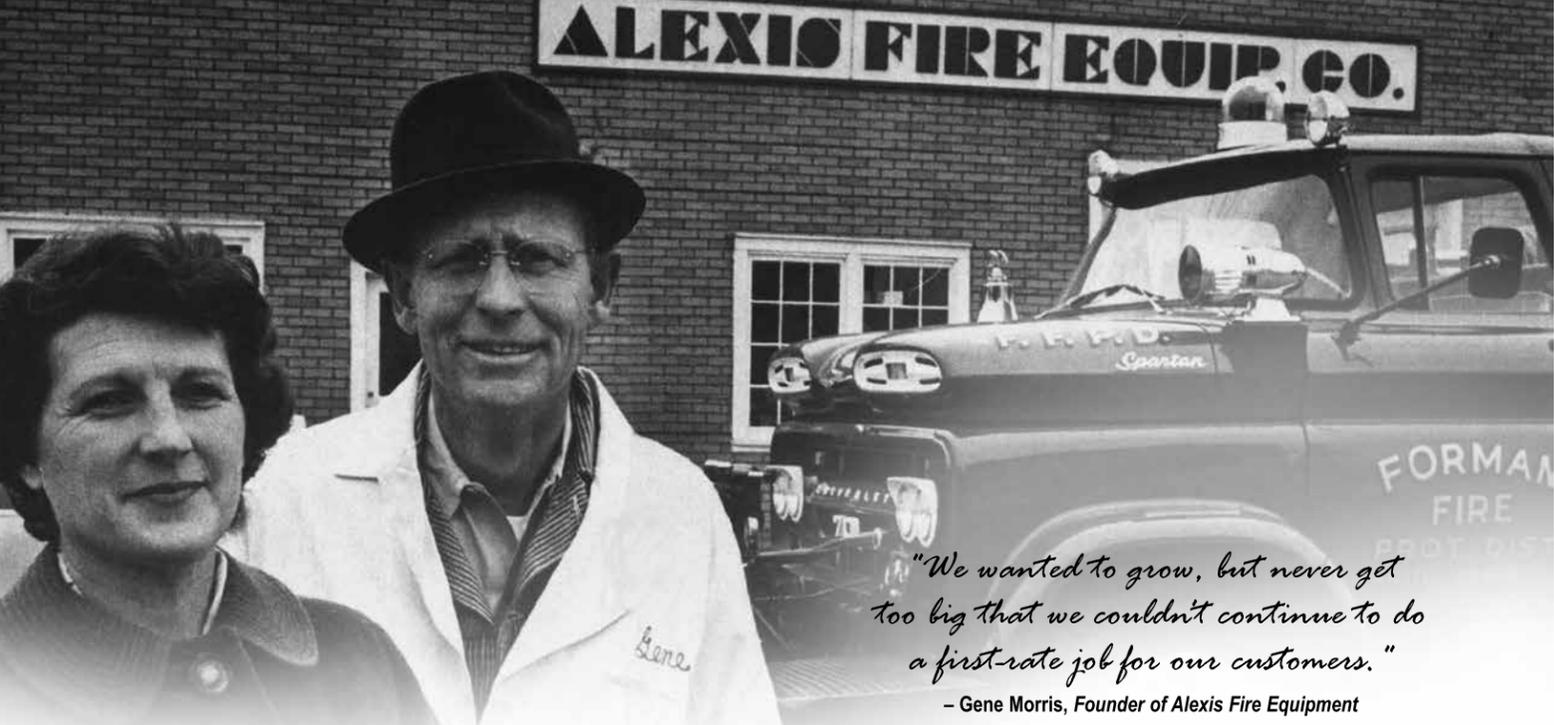
109 East Broadway | Alexis, IL 61412

Phone: (800) 322-2284

Email: [sales@alexisfire.com](mailto:sales@alexisfire.com)

[www.AlexisFire.com](http://www.AlexisFire.com)





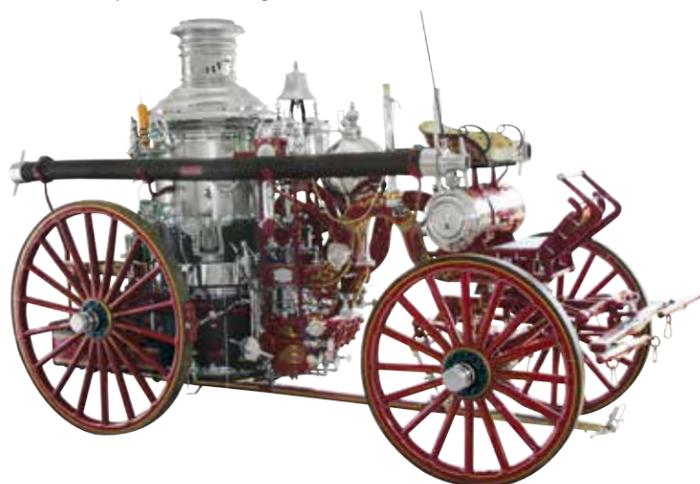
*"We wanted to grow, but never get too big that we couldn't continue to do a first-rate job for our customers."*  
 – Gene Morris, Founder of Alexis Fire Equipment

## OUR HISTORY

Gene Morris built his first two trucks while employed at Ashland Oil Company in Ashland, Kentucky. After six years with Ashland, he decided to use the experience he had gained to begin his own business. In 1945, Gene returned to his hometown of Alexis, Illinois, and opened a small welding and fabrication shop. He noticed the fire engines he repaired in his shop were poorly built and knew he could build a higher quality truck.

In 1947, Alexis Fire Equipment Company was born. The original facility employed four men and could accommodate only three to four units at a time. Gene discovered a market opportunity in rural Illinois and Iowa for his product. With dedication, pure hard work, and extensive traveling, Alexis Fire Equipment Company grew rapidly.

In 1963, an addition was built which doubled the manufacturing capacity and enlarged the office space. In 1974, another addition was built for truck fabrication. The original building was then converted to a parts warehouse and support facility. Alexis Fire Equipment thrived in the mid-70s, at the height of federal revenue sharing. In 1989, the company evolved again and began to specialize in the manufacturing and service aspects of the business, which contributed to company growth along with sharpened marketing efforts.



Within the last 20 years, Alexis Fire Equipment has completed multiple facility expansions, which included buying existing buildings and remodeling them in order to meet the company's continuous growth. Older buildings surrounding the original Alexis Fire Equipment facility were transformed into new work spaces for the many departments that compose the company including the Sales Center, the Alexis Service Center, the new AFE Collision and Remount Center, and the Alexis Merchandise Store, which sells over 75 top name brands in fire/rescue accessories.



Family dedication is the foundation for the successful operation of Alexis Fire Equipment. Jeff Morris, son of Gene Morris, started working at Alexis while attending Bradley University. After graduation, he became Alexis Fire Equipment's chief engineer, providing education to his fellow employees and customers. Jeff, now president of the company, has a great deal of gratitude to his father. "I'm managing the company now, but the credit goes to Dad for building this business."

The company that began with Gene and his family has grown into a multilevel corporation with an ever-expanding staff of dedicated employees and skilled craftsmen. Since Alexis Fire Equipment opened their doors in 1947, pride has prevailed in both the positive attitude of employees and the quality of their workmanship. Even with the company's significant growth over the years, Alexis Fire Equipment continues to provide their customers with a personal, family atmosphere – to which the Morris family and Alexis employees are devoted.

## OUR CUSTOMERS

Alexis Fire Equipment has maintained the vital tradition of providing superior quality equipment and service excellence to the fire and rescue industry – a business based on the protection, preservation and safety of human life. The company tradition is a commitment to provide Alexis customers and employees a feeling of comfort and security. The same feeling one has when they are with family.

Alexis customers are people – not numbers. As the company continues to evolve and grow, they look forward to their customers, both old and new, stopping by for a visit. With an open-door policy, fire and rescue squads from communities all over frequently stop in for a cup of coffee and see the latest trucks being built.



## OUR PRODUCTS

Alexis Fire Equipment has never just been a company that "builds fire trucks." Each fire and rescue vehicle that has rolled out of Alexis' doors since 1947 is custom designed, engineered and custom-built by skilled craftsmen with the most up-to-date technology available. Over the past few years, Alexis has pushed and expanded its product line to include not only aerials, rescues, tankers, response one vehicles, mini units and pumpers, but also offers custom trailers, command vehicles, all-terrain utility vehicles, and law enforcement vehicles. Alexis is also a proud dealer of both McCoy Miller Ambulances and AEV Ambulance lines in the Midwest region.

As a dynamic and continuously growing competitor in the fire industry, Alexis stays focused on product expansion and service excellence and will continue to exceed customer expectations in both personal attention and product quality.

*"Our dedication extends to the way our customers feel - just as proud to have the Alexis name on their equipment as we are."*

– Jeff Morris,  
 President of Alexis Fire Equipment



*"Great Service!"*  
 – Robert Hoff, Carol Stream Fire Protection District

## OUR PROCESS

While the company has evolved technologically with the times, its values remain unchanged. The foundation of dedication, hard work, and quality products upon which the Morris family built the business, is the same structure the "Alexis family" continues to build upon today. Alexis Fire Equipment has evolved into a fire and rescue business that encompasses the entire nation. Over the course of 70 years, Alexis has made numerous improvements in the company itself, while continuing both their employees' and customers' education as technology advances.

Alexis utilizes computer technology and cutting-edge machines to provide optimal results. Along with two press brakes and a computerized tube bender, we also offer one of the fastest and most precise abrasive waterjet cutting services in the industry with the Omax 50,000 PSI JetMachining Center. Automated machinery, computer-aided equipment, modular building, continued physical expansion, and the drive to build truly remarkable, one-of-a-kind, customized machines from the ground up, will enable Alexis to remain in the forefront of the rapidly changing fire and rescue apparatus industry.

