

NEWS RELEASE

Crestline Wins the Prestigious EMS World Innovation Award

October 14, 2016 – Saskatoon, Canada – Crestline Coach unveiled the fully re-designed ICON 2.0 at EMS World in New Orleans on October 5, 2016. The state-of-the-art ambulance not only pushes the industry to re-think ambulance safety but was also recognized with the 2016 EMS World Innovation Award for producing an innovative new product.

The revolutionized ICON 2.0 type III ambulance was a collaboration between **Allina Health EMS, Ferno & Crestline**. It fulfilled Allina Health’s mandate to “Build a Better Ambulance.” It was after a serious accident involving two medics from Allina Health EMS that President & EMS Chief Brian LaCroix set out to challenge the status-quo and work with industry partners to improve the safety of their medics and patients.



Five manufacturers stepped up to the challenge and three stood out. Three ambulance designs were placed in service during the summer of 2015. “Once the prototype ambulances were placed in service, one design and manufacturer stood out as the best solution for our needs, Crestline” Brian LaCroix President & EMS Chief, Allina Health EMS.

Crestline’s ICON 2.0 design had gone through a rigorous 2-year design and proof of concept process that utilized a team based approach with industry experts, practitioners, ergonomists, engineers and manufacturing.



The goal of the *ICON 2.0* was to deliver improvements in:

- Safety, ergonomics and operational efficiencies for medics and patients
- Optimization of practitioner’s value field and work flow
- Mission-specific flexibility to meet multiple mandates in fleet deployment
- Reduce equipment restocking and cleaning turn-around times
- Improve fuel efficiency and reduce carbon emissions

The design of the ICON 2.0 ambulance gives specific attention to patient and medic safety, incorporating efficient and flexible storage location options. “By allowing for flexibility in the storage locations of medical supplies, medics can maximize patient care while remaining seated and buckled,” Scott Sawatsky, VP Sales & Marketing Crestline.

Special Features:

- Freightliner Sprinter 3500 chassis with a 144” wheelbase
- All seats are forward facing with 3 point seatbelts, except the seat at the head of the stretcher, which rotates
- Cardiac monitor on a swivel mount enabling it to be reached and viewed from multiple seating positions
- Ferno iNTRAXX storage system
- Stryker PowerLoad system
- Low profile controls on both sides of the unit
- Hard surfaces are angled, rounded or padded
- RoadSafety and GeoTab driver alert technologies
 - Real-time audio feedback about speed, braking etc.

For more detailed information, [click here](#).

This industry collaboration culminated in a three-year contract between Allina Health EMS and Crestline.



ICON 2.0 interior



Crestline team at EMS World Expo 2016

About Crestline Coach Ltd:

Crestline Coach Ltd. is a worldwide leader in ambulance and specialty vehicle manufacturing and a Canadian supplier of small to mid-sized buses. With safety, innovation and durability always at the forefront of their business, Crestline exceeds and inspires today's industry standards. To learn more about Crestline visit www.CrestlineCoach.com or follow them on Facebook, Twitter, LinkedIn, Instagram or YouTube.

For more Information:

Scott Sawatsky, VP Sales & Marketing
306.986.5614
ssawatsky@CrestlineCoach.com