

Release Date: For Immediate Release



Download this image for publication at <http://www.fontaineheavyhaul.com/press/>

## **FONTAINE HEAVY-HAUL CHANGES COMPANY NAME TO FONTAINE SPECIALIZED**

SPRINGVILLE, ALABAMA -- The trailer business previously known as Fontaine Heavy-Haul is now Fontaine Specialized. "In order to meet the evolving and ever challenging needs of our customer base, our product line will continue to expand beyond traditional heavy-haul trailers," explained Todd Anderson, President of Fontaine Specialized. "Over the last several years we have expanded our Xcalibur extendable flatbed and dropdeck models, introduced the Traverse hydraulic tail models, created a new line of Workhorse lowbed models, and added several new Magnitude heavy-haul models. We believe our name should reflect our entire product lineup, and our Dealer network is very supportive of re-branding the business as Fontaine Specialized," Anderson concluded.

"We've heard from many of our most respected dealers, and the feedback for this change is very positive," remarked Heather Gilmer, VP Sales. "The name change in a way is a "Back to the Future" move for our company as we were previously 'Fontaine Specialized' from 1993 to 2009. In fact, many of our seasoned customers continued to refer to our trailers as 'Fontaine Specialized' even under the Heavy-Haul brand. Our tradition of industry leading innovation and unmatched customer support will most certainly continue under the Fontaine Specialized name," she added.

For more information contact Greg Smith, VP Marketing and Business Development, Fontaine Specialized, 5398 US Highway 11, Springville, AL 35146 • 800-633-6551x826 • [www.fontainespecialized.com](http://www.fontainespecialized.com)

xxx

*Fontaine is the most respected brand in the platform trailer industry and the largest platform trailer brand in the world. It encompasses a complete line of aluminum, steel, and composite trailers for the flatbed, dropdeck, lowbed, hydraulic tail and extendable trailer markets under the Fontaine Trailer and Fontaine Specialized brands. Manufacturing facility locations are in Haleyville and Springville, Alabama. Fontaine is a Marmon / Berkshire Hathaway company.*

 A Marmon |  
Berkshire Hathaway  
Company

