



ON ALERT

WITH

CARSON
SIRENS

• POLICE
• AMBULANCE
• FIRE RESCUE

TOUGH TO THE CORE

PERSONALLY SPEAKING

Carson is WBE Certified

We have exciting news to share with you about what is happening at Carson Sirens. The biggest news that has happened is that we are now WBE Certified (Women-owned Business Enterprise). This becomes a big deal primarily in the bidding process.

Federal, state and local governments are often required or encouraged to procure a certain percentage of products and services from WBE and MBE (Minority-owned) suppliers. Recent trends indicate that the percentages that each municipality must attain are increasing. Our WBE status gives us a decisive advantage on these bids. The municipality in turn receives a quality product and are a step closer to meeting their percentages.

Thank you for entrusting the safety of our country's everyday heroes to Carson Sirens.

Barbara Carson-Ferguson

President
Carson Manufacturing Company, Inc.



Call Ahead Service New RMA System

Carson Sirens are designed and built to provide years of consistent performance. Our failure rate during the 5-year warranty period is less than 1%. But on occasion a unit will need to be serviced. When that happens, call ahead for an RMA number.

Several of our customers requested that we implement a Return Merchandise Authorization (RMA) System so that they had a paper trail on units being repaired, so we have. Now if you ever need service of a Carson Sirens product, please call us at 888-577-6877 to get an RMA number from our Customer Service Department.

New Look Sirens Sharper look hits the streets

Maybe you have noticed over the last couple of months that our sirens look a little different than they have in the past. That is because we have given our products a face lift by updating the look and image on each of their labels.

This new look includes our updated Carson logo, the addition of a model specific name to each of the unit's model numbers and trimming out each with a sleek red perimeter stripe just like you see here on the SA-360 Defender.



Top 10 Signs: You're not cut out for Public Service

1. You get carsick way too easily.
2. Everyone at the station calls you "Jinx".
3. You can't take it when people lie to you.
4. You have this thing about running into burning buildings.
5. Your body can't handle fast food.
6. Being around violence makes you uncomfortable.
7. Three words: irritable bowel syndrome.
8. You're a fan of "regular hours".
9. You get faint at the site of blood.
10. Your main ambition in life is to be rich.

CARSON

Manufacturing Company, Inc.
5451 North Rural Street
P.O. Box 20464
Indianapolis, IN 46220-0464

Call us: 1.888.577.6877

Fax us: 1.317.254.2667

www.carsonsirens.com

* **New Website, New Look**

* **WBE Certified**

TECHNICAL UPDATE

The **NEW** www.CarsonSirens.com

Consider this your invitation to visit us at www.carsonsirens.com to see our newly designed website. Our new site includes the following features:

- 10x the amount of product information
- Expanded navigation tools to locate the information quickly
- Product Comparison charts
- Increased Support page with updated FAQ's, Manuals, Specs and Bulletins

- Latest Carson Sirens News
- Carson Sirens Dealer and OEM locator
- More ways to contact us

The site also features our "Tough to the Core" look along with the ever popular Carson Bulldog. Please add our website to your Favorites list and check back with us often to see our new products, latest news and dealers in your area.



Bye, Bye Debt; Hello Expansion! Carson is featured in Indianapolis Star article

The front page article of the Indianapolis Star Business section on March 14, 2005 highlighted Carson Manufacturing Company, Inc. as a prime example of a privately owned Indiana company that has emerged from the recent recession fully equipped and prepared for expansion.

The article written by Star reporter, Norm Heikens, focuses in on how some of

Indiana's privately-owned businesses have weathered the economic storm and repositioned themselves financially by decreasing their debt to equity ratio in order to be in the best possible position for growth. Over the last year, Carson has begun expanding and investing in additional skilled labor, new manufacturing technology, research and development of new products, and further marketing brand awareness efforts.

Ask the Engineers

What is the difference between your Siren Cutout feature and what other manufacturers' usually call the Park Kill feature?

- Ron in Indiana

Both systems work off the same theory to de-activate the siren using an electronic signal. The difference is how the features are triggered.

The Park Kill feature was intended to attach to the gear-shift of the vehicle. When the driver shifted into Park, a signal would be sent that would shut off the siren output. However, there are potential problematic side-effects that could result from tapping into a vehicles transmission system.

Rather than using the gear shift to de-activate the siren, we looked for an alternative trigger source to send the signal back to the siren. The best system we found for connecting the trigger was the driver's side door switch. It offers much easier access during installation and avoids the risk associated with tampering with one of a vehicle's main systems. To distinguish between the two installation practices, we gave our feature a different name, calling it "Siren Cutout."