



## First Priority Group Acquires P.L. Custom Body and Equipment Co., Inc. to Support Next Chapter of Growth for Legacy Ambulance Manufacturer

### FOR IMMEDIATE RELEASE

**Flanders, NJ – August 1, 2025** - First Priority Group (“FPG”), a diversified manufacturer, dealer, upfitter and service provider of emergency and specialty vehicles, is proud to announce its acquisition of P.L. Custom Body and Equipment Co., Inc. (“PL Custom Emergency Vehicles” or “PL Custom”), one of the nation’s most respected and longstanding ambulance manufacturers. The acquisition includes all affiliated PL Custom brands, such as Rescue 1 and NJEV (New Jersey Emergency Vehicles). The acquisition marks a significant milestone in the continued growth of both organizations and emphasizes FPG’s commitment to supporting businesses with a family atmosphere, built on integrity, innovation and service to first responders.

With this acquisition, both First Priority Group and PL Custom Emergency Vehicles will continue operations independently, maintaining their current management teams, employees and facilities. All existing operations and customer engagements will proceed as normal, with no anticipated changes. FPG is excited to support PL Custom’s next chapter while preserving the rich legacy and culture that have defined the company for generations.

“This partnership is about growth, not change. Our mission is to partner with PL Custom as they continue to operate independently. Together, we’re preserving the values that matter most in this industry - culture and dedication to serving first responders.” said Alex Cherepakhov, CEO of First Priority Group. “PL Custom is a company we’ve long admired, not only for the quality of their ambulances, but for their people-first culture and deep roots in the industry.”

“Joining forces with First Priority Group is an exciting step for our company and our people,” said Deborah Thomson, President of PL Custom Emergency Vehicles. “What made this decision feel right is FPG’s deep respect for our legacy and their commitment to keeping our team, culture and operations intact. We remain a proud and independent manufacturer, and with FPG’s support, we are better positioned than ever to grow and serve our customers with the same excellence they’ve come to expect for years to come.”

Founded in 1946, PL Custom Emergency Vehicles is known for its high-quality, custom-built emergency vehicles and its long-standing customer relationships. First Priority Group is proud to continue supporting PL Custom in maintaining its status as an independent manufacturer and deeply values PL Custom’s family-style culture, commitment to craftsmanship and close-knit approach to customer service. Rescue 1, a division of PL Custom formed in 1985, is a leading manufacturer of custom rescue apparatus known for durability and innovation. NJEV (New Jersey Emergency Vehicles) serves as PL Custom’s premier dealership and service division, providing sales, support and maintenance for emergency vehicle customers.

**About First Priority Group:** Established in 1998, [First Priority Group \(FPG\)](https://www.1fpg.com) is a diversified manufacturer and dealer of emergency and specialty vehicles. FPG’s Conversion Division is one of the largest upfitters of emergency command and specialty vehicles, providing custom solutions to law enforcement, emergency and commercial customers throughout the US. FPG’s EMS Division distributes new ambulances manufactured by the Demers Braun Crestline (DBC) group while serving as one of nation’s largest remounters. To learn more about First Priority Group, please visit <https://www.1fpg.com>

**About P.L. Custom Body and Equipment Co., Inc.:** [P.L. Custom Body and Equipment Co., Inc.](https://www.plcustom.com) has been in business since 1946 and has been owned by the Smock family since 1970. This Manasquan, NJ based company sells through a network of 17 independent dealers covering 27 states and the District of Columbia. PL Custom Emergency Vehicle and Rescue 1 are the manufacturing divisions of the corporation and are proud to maintain a strong reputation as a customer focused designer and manufacturer of ambulances and rescue vehicles. PLCB continues to grow at a consistent pace, happy to be able to add partners who share our long-term vision for high quality products, outstanding customer service, and smart and sustainable growth. We are small by design, family-owned, and rich in heritage and tradition.

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