



Heintzelman

FUNERAL HOME

INC.

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David J. Heintzelman, Supervisor

A FAMILY DEDICATED TO CARING

February 1, 2016

Dear Lisa and Kellerman Family,

Some of the greatest challenges we as funeral directors must address is a simple but powerful word called "CHANGE." Traditionally, our family always purchased our hearses for Spitler Specialty Vehicles in Montoursville. We always received S&S Cadillac Hearses with Academy Grey. Dating ourselves, we tried never to waive from that color or Cadillac manufacturer. But as years progressed we always had to repaint a sedan or van to match and our family agreed to finally make the change and purchase traditional black coaches. The next change was to select manufacturer because S&S we felt, the quality has diminished and were not extremely pleased with the look; furthermore Cadillac has become so narrow in width and doesn't offer all-wheel drive and navigation as a standard product, which was a negative in our book! After looking at all the products, our family wanted to work with a family run business of coach builders. We found what we were looking for at the National Convention and the Kellerman Family. Mr. Kellerman and his daughter Lisa were gracious to hear our concerns and being that they were small and were a hands-on coach builder, they knew of our quality concerns that were not addressed with previous companies. Mr. Kellerman has been known in the industry as a true master coach builder with emphasis of fit and finish. We made our decision to purchase of two 2015 Legacy Lincoln Hearses and one 2015 MK Coach Lincoln Town Car. We had received our MK Coach first from our dealer, Parks Superior in CT via our salesman John O'Donnell (straight forward salesman very similar to the Spitler Family). My brother and I flew out to Cincinnati and were greeted by Lisa and took the brief ride to their factory. What was the major player in now knowing we made the right decision was not that the hearses were as perfect but to see the employees, all gracious shaking our hands thanking us for coming, and working with pride. They were all willing to explain what they were doing and really going up and beyond anything I have experienced prior to that day. We drove the cars home for 10 plus hours home and didn't run into any problems. No squeaks or leaks. Beautiful paint job, doors close tightly, load door was absolutely tight and did not drop when opening it, which was always a concern of mine. All in all, the Kellerman family rose to the occasion and took a staunch S&S Family into a very proud Kellerman Family made coaches for the Heintzelman Funeral Home, Inc. Dealing with the smaller company on a one to one basis has been a very positive experience. I want to take this opportunity to say if the Kellerman Family can surpass all of our wishes, I am positive that they can also make you a believer in their product. Our Lincoln fleet is

complete, all-wheel drive, navigation, beautiful and stunning fit and finish - I could not have asked for more - thank you Kellerman family!!!!

Sincerely,

A handwritten signature in blue ink that reads "David J. Heintzelman". The signature is written in a cursive style with a large, prominent initial "D".

David J. Heintzelman

Family owned and operated along with Lehigh Valley Crematory Services, Inc. and Forever Remembered Hearse Company