



## TESTIMONIALS

*"I am proud to have the Coasson as another of my signature products. It is very forward thinking and innovative. It will serve the industry well."*

Vernie Fountain, President, Fountain Academy of Embalming and Restorative Arts, Springfield, Mo.

*"The Coasson & UrnArk are the most innovative concepts to come down the pike in a decade. It serves us well as we deliver our services and impresses the public."*

Doug Jennings, LFD, Owner, Jennings Funeral Home and Crematory, Sarasota, FL.

*"A hearse in the drive will not attract much attention. The Coasson is unique and will attract attention and interest. It offers a lot of options and innovation."*

Dr. Todd VanBeck, Dean, College of Funeral Management, University of Memphis, Memphis Tn.

*"The Coasson and UrnArk are leading edge for our industry. They are visionary, high quality, and very professional. This is a great new image, service benchmark, and versatile set of tools for the funeral business."*

Dr. Ruth Ann Humiston, LFD, Owner, Walnut Lawn Funeral Home Ltd. and DeGraffenried-Wood Crematory, Springfield, Mo.

For More Information, Call Ron Stoll at (727) 215-0587, or email [ron.s@coasson.com](mailto:ron.s@coasson.com)

# COASSON™

**Delivering a Dignified and Cost Effective Vehicle Solution for Conveyance and Display.**

[www.COASSON.com](http://www.COASSON.com)

**The Heritage of a Caisson, with the Luxury of a Coach..**



# COASSON™



Patent Pending Design

# COASSON™ A Leading Edge Vehicle for the dignified bearing of human remains.



Unique Flower Slide-Out Tray  
Slide Out Either Side!

### VALUE PROPOSITIONS

- Reduce the Cost of Hearse Ownership by Up to 70%.
  - Facilitate New Markets, Services and Revenues.
- Designed and Built for Single Person Funeral Service Management.
  - Delivered with Emblems for Each Branch of the U.S. Military, First Responders, Christian Cross, Star of David, and Open Frame.
  - Immune to Model Change or Out-Dating.
    - 20 Year Projected Duty Life.
  - Easily Transports Casket, Urn, or Green Burial Pallet.
- Very Maneuverable Vehicle, Easily Towed by Any Fleet Vehicle.
  - Reduces Fleet Requirements by 1 or 2 Vehicles.

**BUY - LEASE - TRADE OPTIONS AVAILABLE for Draw Vehicles**  
**COST EFFECTIVE AND INNOVATIVE**

# INNOVATION



# URNARK

*Innovative Design to Display, Protect, and Convey Human Remains in an Urn*

Patent Pending Design



TRAVEL  
MODE

### VALUE PROPOSITIONS

- Provide Professional and Consistent Urn Management from Display to Interment.
  - Key Product to Offer New Services and Enter New Markets.
    - Facilitates the Use of Pall Bearers.
  - Accommodates Flag, Pall, or Floral Blanket with Urn Presentation.
- Accepts Keepsakes and Memorabilia to Personalize the Remembrance and Reflection Experience.
  - Fully Self-Contained with Storage Compartment for Battery, Flag Band, Urn Stabilization Posts, etc.
  - LED Lighting System Focuses View and Attention on Urn.
  - Amish-Crafted Hardwood Design w/Weather Resistant Finish
  - Designed to Display and Move Using Standard Church Truck.

**AVAILABLE IN DIFFERENT FINISHES & COLORS**  
**UNIQUE, DISTINGUISHED, AND FLEXIBLE**

# COASSON™

# URNARK®

## Philosophy

The funeral services profession including the care of the deceased's body and the comfort and confidence of the deceased's family and friends is a very noble, esteemed, and needed profession. Since the beginning of recorded history the care and final disposition of the human body and the basic if not profound respect including viewing and identification for the dead has been a matter of prominent cultural importance. It is the opinion of the founders of Coasson that the popular concept of "closure" is a misnomer and that comfort and confidence are the services the funeral industry delivers.

The medical examiner renders closure. A thorough autopsy of President Lincoln was conducted including the removal of his brain. At the age of 56 he died from a .41 caliber derringer with a muzzle velocity of about 400 feet per second shot at close range to the head. Case closed. Public viewing and expressions of sympathy followed the caisson transport to the Rotunda with the intent of restoring comfort and confidence to the public. President Kennedy died from a gunshot wound to the head from a rifle discharging a bullet at 2,500 feet per second and witnessed by the masses on television nationally if not internationally and an official cause of death was issued. Case closed. A caisson rolled through the Washington D. C. streets again with the intent of restoring comfort and confidence to both a very public family as well as to the public in general.

But the legacy prevailed in both cases as it does in all cases. That time between death and final disposition is unique in the human condition. We must not rush to be done with the recognition of the legacy of loved ones. We have one opportunity to establish our own comfort and confidence in the matter of a loved one's legacy. Billy Graham for example was taken to a funeral home in his home town of Asheville, North Carolina. The family held a private service and he was taken by coach in a 3 hour procession to Charlotte, North Carolina to his library. However the paying of respect included a 2 day laying in state in the U. S. Capital Rotunda as well. According to his personal physician, Graham "just wore out". Case closed. But by the response of the throngs of people in these cases through history, comfort and confidence was not served by the closing of the case.

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The management holds that the Beatitudes deliver an Eleventh Commandment to funeral directors. It says “Blessed are they who mourn for they shall be comforted”. Not that they shall receive closure but rather comfort. And that they shall be without option comforted. Funeral directors are the ones through all history who care for those who mourn.

In designing the Coasson, care was given to that ultimate mission. More than human remains in whatever form, we are caring for and carrying human legacy; hence the military emblems, religious logos, first responder insignias, and open frame as well as the American flags being included with every Coasson sold in the United States. In the open frame can be a portrait, family photo, poem or verse, picture, or other meaningful representation. The intent is not to be a billboard. Rather it is to discreetly salute the legacy specifically for those immediately involved, and at the same time to provide custom opportunity for individual salute and private appreciation of those on the perimeter as they witness the Coasson and recognize that its cargo is human legacy. What happens between birth and death builds legacy but what happens between death and final disposition is human legacy. Legacy is what is in our care; and comfort and confidence are our greatest services renderings. To deliver those services in creative while professional, sensitive and supportive, custom but tasteful, cost effective yet fully service inclusive ways is the mission of the Coasson.

The accompanying UrnArk® is dedicated to the same goals. The visibility afforded the urn or the casket, the flag, the floral offerings, or other tributes are what acknowledge and salute legacy.

The history of the caisson in funeral application is primarily one of high ceremony and public acknowledgment as in the case of Presidents Lincoln or Kennedy for example. Seeing the flag draped casket in those cases was so very important to the legacy. The use of a coach has become common place and its passing is now little more than a common occurrence on a busy street despite the fact that human legacy is therein contained. The Coasson with its design and presence wishes to capture an awareness and acknowledgment, a renewed regard, as it passes with content and emblems visible to all. The Coasson is built on the heritage of a caisson with the prestige of a coach and it proudly carries a legacy. Absent any of the emblems, the Coasson design is intended to speak to this purpose and the mission.

Closure leaves emotions and relationships suspended and unfinished. Comfort and confidence provides a sense of strength and satisfaction for those close to the event as well as those on the perimeter of the event. The Coasson and UrnArk® intend to be a recognized sign of and a tool for facilitating comfort and confidence in the delivery of funeral services.

# COASSON™

## URNARK®

## Value Proposition

### I. Immediate cost savings in a market seeing declining revenues

- A. Purchase price of the Coasson is approximately 1/3 the cost of a typical new coach and less than the cost of a typical 8 year old used coach.
  - B. Coasson can be coupled with any vehicle capable of towing 3200 pounds. Funeral homes have the option of selecting any brand of vehicle from a sedan or SUV to a cross-over or a van and from a “low cost” model to a luxury class vehicle. Even a Tesla Model S has the capability of towing a Coasson and when towing a unit of this size the range remains at 76%. Profiles of the contemporary vehicles and interior trims make such selections acceptable depending on the specific demographic and provide great flexibility for funeral homes. Provided the color and perhaps the wheels (an available option) match the total unit is a very attractive presentation.
    1. Creative funeral homes will use the draw vehicle as a family car or pall bearer vehicle and others will take the opportunity to pass or stop at a place of “final call” much as a police or fire procession does for last call with the Coasson carrying the casket or urn and UrnArk® and family in the lead vehicle. Many new options including thumb-drive video or still portraits and custom music options are possible in the vehicle.
    2. Coasson coupled with a fleet discounted Cadillac Escalade equipped with the Coasson package (see point 5) is less total cost to purchase than a new Cadillac hearse for example.
    3. Coasson is positioned to sell any General Motors vehicle(s) at fleet discount pricing in tandem with Coasson sales.
    4. Coasson significantly reduces cost of ownership by approximately 70% annually compared to a motorized coach.
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- a. Lower maintenance costs (oil, fuel, engine maintenance, etc.)
- b. Lower license fees
- c. Lower insurance cost
- d. Eliminated model obsolescence
- e. Typically eliminates the need of one vehicle from the fleet in addition to the hearse as the Coasson has adequate room for flowers and the draw vehicle can serve as the lead vehicle.

5. Coasson Edition vehicles are delivered with front, side, and rear purple strobe lights and the Coasson is equipped with adequate purple funeral strobe lighting on the front, sides, and rear. Strobe lighting is tasteful and professionally integrated into the body of the vehicles rather than appearing as an add-on. Vehicle option package is the luxury package all wheel drive, towing package, trailer hitch and wiring assembly, 3-D chrome name plate affixed to the Coasson and the vehicle, and matching wheels.

6. Coasson is designed to facilitate one funeral director managing a funeral service with casket or urn since only one vehicle is required and the Coasson is designed to make handling the remains in either casket or urn an easy and efficient process.

- a. All Coassons are delivered with standardly equipped UrnArk®.
- b. Rear up-swinging door makes operation easy
- c. Slide-out loading floor allows for easy loading and unloading of caskets, UrnArk®, or shrouded bodies on pallets for green burials.
- d. Coasson is standardly equipped with a back-up camera and eight inch wireless screen on suction cup arm so rear view is very easy and broadly encompassing and the screen is easily transferable between vehicles.
- e. Electric stabilization jack with dolly is mounted on the front main cross member out of sight and makes hooking, unhooking, and managing the Coasson an easy one-person task.

II. Financial considerations unique to the Coasson value proposition are designed to preserve the funeral home cash flow position in the near term as well as throughout the course of the equipment's life.

A. Existing fleet equipment can be purchased from the funeral home for cash at a price of guaranteed wholesale value minimum or more depending on condition or (excepting hearses) traded on the new vehicle(s) for the fleet supporting the Coasson.

- B. Coasson credit approval including fleet vehicles and soft goods (embalming machines, urns, chemicals, etc.) when appropriate takes 4 hours using a simple electronic application process and can be completed and submitted by the sales representative or the funeral home executive to Coasson financing.
- C. Coasson and UrnArk(r) can be delivered in 3 to 5 weeks. Fleet vehicle may take up-to 60 days.
- D. Coasson, fleet vehicles, and soft goods sold in the package may be financed for any period from 12 to 60 months with no early payoff penalty.
- E. Financing is with no recourse to Coasson or to the sales organization.
- F. Sales organization may include other products (soft goods) in the package with a value up to 20% of the total vehicle financed value. Embalming machines with serial numbers listed separately on the sales contract would not be included in the 20% additional product total.

III. Coasson presents many new revenue and marketing opportunities for innovative and flexible funeral homes who charge for or include some services as well as providing a potential opportunity to lower services selling prices while maintaining attractive margins due to lower operating costs.

- A. Coasson can be coupled to the deceased's favorite vehicle using a permanent or temporary hitch for procession to service and/or interment.
- B. Coasson can transport remains (casket or cremains and UrnArc®) to distant locations instead of using air tray and shipping services. Family can accompany. Funeral assistant is a very good option and funeral home increases revenue as well as service. Families have an choice that is an attractive option to cremation because they have a way to handle a body and casket.

*\*Coasson is negotiating to have a Coasson App with Uber in which a funeral home can dispatch Uber business (NOT the typical Uber drive: car can not be over 2 years old and driver is vetted and has uniform requirements) to take a family to an airport if death call happens in a distant city. Or Uber may bring family and Coasson to the funeral home from a distant city.*

- C. Coasson can, in states allowing services without funeral director involvement, be used by families who choose not to use the funeral home for anything beyond removal and cremation or now perhaps embalming. Having methodology to move embalmed remains may increase the embalming market in some locals.
- D. Coasson increases marketing opportunity in that all Coassons are standardly equipped with a 12 inch diameter insignia of each branch of the United States military, a Christian cross, Star of David, police insignia, fire insignia, and a frame. The frame is enclosed to accommodate a photo, printed matter such as a Bible verse, poem, etc. This unique copyrighted feature customizes the presentation very tastefully. Also included are two American flags on 14 inch masts to be affixed to the Coasson when carrying an honorably discharged veteran or first responder.
1. When carrying a spouse of a veteran to a veterans' cemetery it is suggested that the veteran be invited to ride in the tow vehicle and the emblem attached to the tow vehicle to salute the service of the veteran.
  2. Frame is a method to customize the Coasson as the casket or UrnArk(r) is loaded and the congregation is gathered.
  3. Insignias may be placed in the Coasson windows or on the forward landau panel above the Scoville bar.
- E. Coassons uniquely showcase urns and facilitate the use of floral blankets or draped American flags when using the UrnArk(r) in a manner not seen in any other funeral vehicle.
- F. Coasson capitalizes on the heritage of a caisson while providing the prestige of a coach, that heritage presenting a marketing opportunity for creative funeral homes.
- G. UrnArk® is included in every Coasson and provides new revenue and marketing opportunities.
1. Can be rented to families who, in states in which cremation is final disposition, wish to have services or celebration of life services on their own absent funeral home involvement.

2. UrnArk® can be sold to cemeteries and/or churches who have bereavement committees and who serve families absent the funeral home.
  3. UrnArk® can be marketed as facilitating pallbearers, casket style floral sprays, military flags, or, in some diocese, palls, all features not possible with typical urn presentations or with most other urn bearers.
  4. UrnArk® accommodates casket corner medallions which can be sold as mementos separately and attached to the UrnArk® during viewing and service as well as frames for photos or other materials, or iPads for still pictures, videos, or specially-selected music.
- H. Coasson can make available a book, authored by a Coasson executive officer, which is designed to accommodate contributing author involvement by individual funeral homes using a questionnaire format to develop the individual funeral home contribution. The resulting site-specific book would be of value in pre-need sales and general marketing.