

CORPORATE HEADQUARTERS
7010 TROY HILL DRIVE
ELKRIDGE, MD 21075
410.379.5353



RICHMOND SERVICE CENTER
10993 RICHARDSON ROAD
ASHLAND, VA 23005
804.752.6911

FOR IMMEDIATE RELEASE

FESCO HONORS THE LIFE & LEGACY OF FORMER PRESIDENT PETER LAAKE, SR.

Elkridge, Maryland – June 27, 2026

It is with profound sadness that FESCO Emergency Sales announces the passing of our former President, Peter Winston Laake, Sr. Known to many simply as "Senior," Pete passed away peacefully surrounded by family on June 27, 2026, at the age of 77.

Pete's career in the emergency vehicle industry began in 1968, selling fire apparatus alongside his father, Ed Laake, at the family-owned Fire Equipment Supply Company. Over the decades that followed, he helped guide the business that would become FESCO Emergency Sales, leaving a lasting mark on our company and the fire service community.

Throughout his career, Pete earned a reputation as a fair and honest gentleman whose word and handshake could be trusted. His dedication to the business was matched by his commitment to the people it served. The relationships he built with customers, manufacturers, and associates became an important part of FESCO's foundation and remain central to our company today.

Pete retired in 2024 after more than five decades in the industry. His sons, President Pete Laake, Jr. and Vice President of Operations Steve Laake, continue the family's leadership of FESCO, carrying forward the values of integrity, hard work, and personal service that he exemplified.

Beyond his professional accomplishments, Pete was a devoted husband, father, grandfather, and friend. He completed 17 marathons, enjoyed following his favorite sports teams, and was known for his quick wit and sharp sense of humor. In retirement, he and his wife of 43 years, Dana, enjoyed welcoming family and friends to their home in Rehoboth Beach, Delaware.

For those who knew and worked with Senior, his legacy is personal. It lives in the trust he earned, the relationships he maintained, and the example he set over a lifetime of work. We are grateful for his leadership and for the many years he devoted to FESCO and our customers.

On behalf of the entire FESCO team, we extend our deepest condolences to Dana, the Laake and Godbout families, and all who knew and loved him.

Thank you, Senior, for everything you gave to FESCO. You will be deeply missed and always remembered.



For information, please contact FESCO Emergency Sales at 800-638-0926.

About FESCO EMERGENCY SALES

FESCO Emergency Sales is a family-owned & operated dealership since 1953.

FESCO is the authorized sales & service representative for Horton Emergency Vehicles, Medix, Marco, & Emergency Vehicles, Inc. (EVI) throughout the mid-Atlantic, Carolinas and GA region and Rosenbauer in DE, MD, DC and Virginia. To learn more about our company, products & services, visit our website at www.fescosales.com.