



Seaside Equity Partners Launches FirstLine Road Solutions Through Partnership with Cal-Nevada and Milne Road Services

San Diego, CA – October 31, 2022

Seaside Equity Partners (“Seaside”), a growth-oriented and operationally focused private equity firm, has announced the launch of FirstLine Road Solutions™ (“FirstLine” or the “Company”), a newly formed road solutions platform.

FirstLine Road Solutions was formed with the vision of creating an end-to-end road solution with the ability to deliver comprehensive towing, transport, recovery and environmental services. With a best-in-class fleet and unmatched service capabilities, FirstLine will seek to become the go-to provider for commercial, municipal, property management, and retail customers across the region. FirstLine plans to accelerate growth by partnering with companies that augment the geographical footprint and share the same values of safety, integrity, and high-quality customer service.

In conjunction with the launch, FirstLine is pleased to announce the acquisitions of Cal-Nevada Road Services (“Cal-Nevada”) and Milne Road Services (“Milne”). Combined, the companies have eight strategic locations and the largest, most capable fleet in Northern Nevada and California. Cal-Nevada, founded in 2000, offers a comprehensive offering of heavy-duty towing, equipment transport, and specialized recovery services. Milne, founded in 1954, provides a full suite of light duty towing, roadside assistance and private impound services. Driven by their reliable service and customer-first approach, Cal-Nevada and Milne have grown to become the trusted providers throughout the region.

“The towing, transport and recovery space remains highly fragmented throughout the U.S. which presents a unique opportunity for an end-to-end regional provider like FirstLine to emerge”, said President of Cal-Nevada Road Services Tom Baumbach. “We intend to build FirstLine into a one-stop-shop where customers can access fully managed road solutions with a single call.” Cal-Nevada and Milne will continue to be led by their existing leadership teams.

About FirstLine Road Solutions:

FirstLine Road Solutions is actively building the industry-leading towing, transport, recovery, and environmental remediation organization by uniting top-tier providers across the Western United States. With a seamless regional presence, FirstLine offers comprehensive services to a diverse client base, including commercial fleet operators, municipalities, state highway patrols, property managers, and retail customers. Emphasizing expertise, safety, and customer-centric service, FirstLine has solidified its position as the employer and partner of choice, delivering timely, dependable, and stress-free solutions.

About Seaside Equity Partners

Seaside Equity Partners is a growth-oriented and operationally focused private equity firm based in San Diego, CA. The firm seeks to provide capital, resources and strategic support to leading mission critical services businesses that are headquartered in the Western United States. For additional information on Seaside Equity Partners, see www.seasideequity.com.

Contact:

For more information, please contact: partnerships@firstlineroad.com www.firstlineroad.com

