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News Release

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GEHL COMPANY HOSTS LARGEST NATIONAL DEALER MEETING IN IT'S HISTORY

WEST BEND, WISCONSIN... Gehl Company, a leading manufacturer and marketer of compact equipment for the construction industry and agricultural equipment for the dairy and livestock industry, hosted the largest dealer gathering in company history in Las Vegas, Nevada at the JW Marriott Resort January 15-16, 2004. Over 600 dealer representatives and company personnel attended the meeting.

With a theme of "Partnering for the Future" the meeting focused on the introduction of a new line of skid loaders, a new model compact track loader and various business sessions presented by Gehl management personnel.

According to Gehl's Vice President of Sales and Marketing, Dan Keyes, "In Gehl's 144 year history this was the largest dealer meeting we've ever had and our dealers showed a lot of enthusiasm for the programs presented and the new products that were introduced."

By comparing the meeting to a "family reunion," Keyes referred to the close relationships between Gehl and its dealers. In his opening remarks, Keyes noted that "We'll have a chance to share thoughts of where we've been, where we are...and most importantly, where we're headed." A video outlining the 144 year history of the Gehl Company was shown followed

by remarks by Gehl Chairman and CEO, William D. (Bill) Gehl and Company President and COO, Malcolm “Mac” Moore.

One of the many highlights of the meeting was the introduction of six new skid loader models and a new compact track loader. According to Keyes, “As soon as the dealers saw the new models, we knew we had winners. They literally climbed up on the stage to get a closer look at the new machines.”

Among the skid loader models introduced at the meeting were the model 7810 and 7610, the next generation of the popular 7000 Series which features the biggest, strongest and fastest skid loaders in the market. A new 40 Series, mid-size skid loader line was also introduced which includes four new models starting with the 4640 up to the 6640.

A new compact track loader, the CTL70, was added to the line that already includes the CTL60 and CTL80. Keyes noted that the compact track loader line adds a new dimension to Gehl’s compact loader product mix. “We’re finding that our customers have a real need for a dedicated track machine. They satisfy performance demands in muddy and boggy conditions adding real efficiency to a contractor’s equipment arsenal. This is one of the fastest growing segments of the compact loader market and it fortifies our position as leader in the loader business.”

Dealers reacted to the new equipment introductions with excitement and that excitement mixed well with the business breakout sessions over the course of the meeting. According to Keyes, “We want to make it easier for our dealers to do business with us. Thus, adopted a new mantra, “ETDBW,” which stands for Easier To Do Business With. We plan on backing it up with many new, innovative programs that will include, but are not limited to, interactive dealer web portals, flexible finance programs, increased sales and service training and a host of other initiatives designed to increase our dealer’s productivity and profitability.” Keyes added, “These business initiatives show our commitment to being ETDBW.”

Gehl also conducted a business session that illustrated a unique departure from the norm. The “Dealer Council Town Hall Session” provided an open forum for Gehl dealers to communicate directly with the members of the Dealer Council. “A lot of companies don’t encourage open discussion among their dealers,” said Keyes. “We don’t subscribe to that theory. We want to hear what our dealers have to say, just as we want to hear what our end users have to say. We felt that this meeting provided the perfect

opportunity to hear 600 voices. It was an opportunity to identify critical issues, improve communication and develop relationships between our construction and agriculture dealers. And it worked.”

A keynote speaker, Frank Manfredi, well-known equipment industry researcher, presented his thoughts on business trends and sales forecasts for the agricultural and construction equipment industry. During his presentation he noted that most equipment sales trends are up and that the recent cyclical downturn in both the construction and agriculture industries seems to be behind us.

Gehl Company, CEO, Bill Gehl ended the meeting with the reminder that “nothing happens until a sale is made” and asked the dealers to take what they’d learned at the meeting back to their dealerships and apply that knowledge to build increased sales, improve profits and continue on their paths to success.

“We’re confident that this meeting set the tone for future success,” said Keyes. “We are on track to continue growing with even more new dealers, more new products and more new services. We have a great group of dealers and we want to help them to be successful, because our success depends on theirs.”

Gehl Company (NASDAQ: GEHL) is a leading manufacturer of equipment used worldwide in construction and agricultural applications. Founded in 1859, the company is headquartered in West Bend, Wis. For more information, visit www.gehl.com.