



**Gehl Company**  
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## News Release

### **GEHL COMPANY ANNOUNCES NEW VICE PRESIDENT, SALES AND MARKETING**

WEST BEND, WI, March 31, 2010 – Gehl Company (“Gehl”) announced today that it has promoted Serge Bosché to the position of Vice President Sales and Marketing, effective immediately. In his new assignment, Mr. Bosché will have responsibility for all sales and promotional activities in the Americas region for Gehl Company and Manitou B.F.

Mr. Bosché joined the Gehl organization in February 2009 following the acquisition of Gehl Company by Manitou B.F. in October 2008. In addition to his new responsibilities, Mr. Bosché will continue to serve as the President and CEO of Manitou North America, Inc., a sister company located in Waco, Texas.

Mr. Bosché has been an employee of Manitou B.F. since 1983, having served in a variety of senior level positions. He holds a business degree from ESCAE in France, and a Masters of Business Administration from Bowling Green State University, Ohio.

#### **About Gehl Company**

GEHL Company is a manufacturer and distributor of compact equipment used worldwide in construction and agricultural markets. Founded in 1859, the Company is headquartered in West Bend, Wisconsin. In October 2008, GEHL Company became a subsidiary of the MANITOU Group. The Company markets its products under the Gehl® and Mustang® brand names. Mustang product information is available on the Mustang Manufacturing website ([www.mustangmfg.com](http://www.mustangmfg.com)). CE Attachments, Inc. information is available at [www.ceattach.com](http://www.ceattach.com). GEHL Company information is available at [www.gehl.com](http://www.gehl.com) or contact: Gehl Company, One Gehl Way, West Bend, WI 53095 (telephone: 262-334-9461).

#### **About Manitou**

MANITOU is a French corporation headquartered in Ancenis, Loire-Atlantique. The Company designs, assembles, and distributes material handling equipment used in construction, agriculture and industrial applications. The MANITOU Group is the leader in

rough terrain material handling (masted forklifts and telehandlers) with a distribution network of over 600 independent dealers in 120 countries. Other products include aerial work platforms, truck-mounted forklifts, industrial forklifts and warehousing equipment. MANITOU shares are traded on EURONEXT. More information is available at [www.manitou.com](http://www.manitou.com) or contact [communication.financiere@manitou.com](mailto:communication.financiere@manitou.com).

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