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## News Release

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### GEHL COMPANY ANNOUNCES 150 YEARS OF SUCCESS IN 2009

**WEST BEND, WI – To thrive in business for 150 years takes product innovation, sound business decisions, strong leadership, and first-class customer service; but most of all it takes dedicated employees and dealers.** The Gehl Company history began in 1859 in a blacksmith shop in a small Wisconsin community located at the westerly bend of the Milwaukee River. Since then, Gehl Company has been led by three generations of Gehl family members and still operates in the same Midwestern town where it began 150 years ago.

Beginning with the development of agricultural implements for small farms, a best seller was created in 1880 called the Hexelbank Ensilage Cutter, a predecessor to the modern forage harvester. John W. Gehl acquired the business in 1902, becoming the first Gehl family member to lead the implement company. A second generation of Gehl brothers took control of the business in the 1930's. In the 1940's the Gehl brothers developed innovative new agricultural products, including field forage harvesters, self-propelled forage harvesters, multiple-row crop attachments and portable feedmakers.

In 1973 Gehl began manufacturing skid loaders for agricultural customers, necessitating a second manufacturing plant, in Madison, South Dakota. The popularity of these machines grew quickly into the expanding construction markets, as well as the European market. Today Gehl Company has established a reputation of having one of the highest quality skid loaders in the market.

In 1987 Gehl Company began manufacturing the Gehl Dynalift® telescopic handler in Yankton, South Dakota. Gehl telescopic handlers are known by contractors and rental businesses throughout North America for their superb performance and high quality construction.

A third-generation Gehl, William D. Gehl, began managing the Company in 1992. Under William Gehl's leadership the Company diversified into multiple markets world-wide, including the acquisition of Mustang Manufacturing in 1997. Gehl began manufacturing more compact equipment than ever before, advancing technology throughout all their product lines. Gehl Company's success after the early 1990s and into the first decade of the twenty-first century was attributed to the vision of William Gehl, the hard work of Gehl employees, and the dedicated world-wide dealer network. "Despite changes in technology and an ever-expanding product line, Gehl has remained true to its reputation for ingenuity, innovation and reliability," said William Gehl, CEO and board chairman.

Today Gehl Company is well-known globally for providing one of the most extensive lines of compact equipment in the market place. Products Gehl Company manufactures and distributes include telescopic handlers, skid loaders, track loaders, compact excavators, all-wheel-steer loaders, articulated loaders, and asphalt pavers.

Gehl is continually designing and manufacturing state-of-the-art compact equipment with the customer in mind. Gehl recently opened their new research and development center in West Bend, Wisconsin, next to where the business began 150 years ago.

The new research and development center includes the latest technology to develop the most innovative compact equipment in the industry. The center includes a certified sound chamber, which allows developmental sound-level testing, as well as certification and audit testing to the various worldwide standards. Other test cells are available to allow 24-hour operation of equipment for performance and durability evaluations.

The Company is proud of the involvement of the countless hard-working people who helped to make this impressive milestone a reality.

To commemorate their 150-year milestone, Gehl Company has published an illustrated hard cover book that details the events of the Company's evolution. Copies can be ordered on the Gehl website, [www.gehl.com](http://www.gehl.com), on the "Gehl Gear" page.

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, WI, with manufacturing facilities in, Madison and Yankton, SD. For more information on Gehl Company visit the Gehl website, at [www.gehl.com](http://www.gehl.com) or contact the Gehl literature hotline at 800-628-0491.