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## News Release

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### **GEHL UNVEILS WORLD'S LARGEST "CHROMED-OUT" SKID LOADER TO COMMEMORATE 150<sup>th</sup> ANNIVERSARY**

WEST BEND, Wis. – Gehl Company, manufacturer of compact construction equipment, headquartered in West Bend, Wisconsin, "chromed-out" a Gehl model 7810E, the world's most powerful skid loader, to commemorate the Company's 150<sup>th</sup> anniversary. The 10,000-pound unit is covered in chrome, making it a one-of-a-kind skid loader.

The Gehl Company history began in 1859 in a blacksmith shop located at the westerly bend of the Milwaukee River in a small farming community. 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.

"We were looking for a unique way to celebrate our 150<sup>th</sup> anniversary", said Dan Keyes, VP of Sales and Marketing, "What better way to commemorate this milestone than with the most unique machine in our product line-up, all decked-out. There is truly nothing like this machine," Keyes remarked.

The original concept for the machine was created by Form-I Design based in Waverly, Iowa. The design features a highly reflective gold and black finish and includes laser-cut Gehl logos in the ROPS side screens. Large decals on the lift arm display historical milestones of Gehl Company.

Milsco, a long-time Gehl supplier based in Milwaukee, Wisconsin, contributed a customized seat for the project. Covered in leather, the seat is decorated with silver piping and an embroidered Gehl 150<sup>th</sup> anniversary logo.

The most challenging aspect of the design was the chrome-like reflective surface of the machine. To achieve this dynamic finish, Gehl Company contracted with XXX Chrome Plating in Brookfield,



Wisconsin. The machine's exterior received chrome plating treatments in gold, black and mercury, using a highly specialized chroming process.

The interior cab components were sanded and chrome plated, and the headliner received a leather treatment to match the seat. Custom-made 3-D chrome plates with a laser-cut Gehl 150<sup>th</sup> anniversary logo adorn the sides of the bucket, the front of each lift arm and the steel mesh on the rear engine cover.

Gehl Company's 150th anniversary commemorative skid loader combined the talents of four suppliers: Form-I Design, Milsco, XXX Chrome Plating and Ace Canvas, along with several Company departments: Engineering, Manufacturing, Marketing, Purchasing and Shipping.

Gehl Company's 150<sup>th</sup> Anniversary commemorative skid loader will make its first public appearance at the WPS Oshkosh Farm Show in Oshkosh, Wisconsin on March 30, 2009.

**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.

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