

August 2013

Your RAMROD - GIE Team

Here to serve you!



Michael Gas
V.P of RAMROD Sales

Based out of Chicago, Illinois, Michael heads up the RAMROD U.S.A sales and marketing team. Michael looks forward to visiting with you at this year's show.



William Zak
Regional Sales Manager

Based in Atlanta, Georgia, "Bill" works hard to make RAMROD dealers and customers successful. Product demos and education are just a few of Bill's specialties.



Tina Ferguson
RAMROD Sales Supervisor

Based out of the Head Office, Tina helps to serve customers with sales, marketing and customer service support.



Monir Zaman
RAMROD Sales Supervisor

Based out of the Head Office, Monir helps to serve customers with sales, market research and customer service support.



Whitney Treasure
RAMROD Advertising & Promotions Coordinator

Whitney coordinates RAMROD promotional activities including product information, website support, tradeshow, and coop advertising.

We look forward to serving you!

2013 Garden Industry Exposition Preview

What to expect at the 2013 GIE + Expo Show October 23 - 25, 2013

GIE + Expo is held in Louisville, Kentucky October 23 - 25, 2013 and is one of the largest tradeshow in the industry for outdoor power equipment, lawn and garden products, outdoor leisure items, light machinery and landscape equipment. Dealers, retailers, distributors, customers, general contractors, and landscapers, whichever industry you may be in the GIE + Expo is the



tradeshow event of the season. With over 700 exhibits spread throughout the 500,000 sq. ft. of the Kentucky Exposition Center and 19 acres of demonstration space, the GIE + Expo has something for everyone.

RAMROD Equipment offers attendees both an indoor display booth (Booth #6004) and a large outdoor demo area (Booth #6800D). The GIE + Expo provides the perfect opportunity for interested attendees and prospective buyers to test drive any of RAMROD's 2013-14 models. Models 500, 575, 950, 1150, 1350, WB 1500TX and our new 1330 will all be on location, plus various RAMROD attachments to try out.



Louisville, Kentucky is the home of 2013 GIE.

We hope to see you there!

"Ramrod is an incredible machine, after operating both gas and diesel we enjoy the smooth ride of the diesel. Thank You Ramrod for a Great Machine"



- Ezana Campbell
Calgary, Alberta



RAMROD Remote Controlled Units

Available in wheeled and track configurations RAMROD Mini Skid Loaders can be equipped with factory installed Remote Control Systems. This technology allows the machine to be controlled within the operators line of sight up to a maximum distance of 500 yards. These machines are ideal in conditions where space is very confined, where toxic materials are being handled, where falling debris may cause injury, and where slope conditions are severe enough to jeopardize the operator's health and safety. The numerous industrial applications can also be accommodated with special requirements such as lighting, cameras, exhaust purification and attachments, for below the surface and above ground use, inside or outside of buildings. This customization by RAMROD Engineering ensures improved utilization and better pay-back results.

RAMROD Propane Units—CONDAT Corporation

CONDAT Corporation is a leading worldwide manufacturer of industrial lubricants. The Company specializes in hydraulic fluid, cutting fluid, and wire and tube drawing lubricants. The factory in Saline, Michigan currently operates two RAMROD units, a Model 900T and a Model 950T. These machines have been converted to propane power to accommodate CONDAT's special needs. CONDAT prefers the propane machines because they have several propane tanks on site they utilize to fuel the machines. The RAMROD is one of the only machines used on the floor and its main duty is to remove and carry a material called "Calcium Soap". The soap is a mixture of fat and lime that is built in a mixer and then dumped onto a stall to cool. The operator then uses the RAMROD and bucket attachment to scoop up the cooled soap and fill the hopper. The RAMROD increases *productivity* and *efficiency* since they no longer have to shovel the material by hand. With the RAMROD 100% of the cooling bed can be cleared and cleaned. The operators like how it handles, its *maneuverability* and *precision* and that it can easily fit into the narrow cooling stalls. Thank you CONDAT Corporation for sharing your story!



Dealer Spotlight—Welcome to the RAMROD Family

RAMROD welcomes one of its newest dealers to the RAMROD family. J & R Tractors have been located in Munroe, Michigan for over 70 years and became a RAMROD dealer in early 2013. Currently on the J & R display floor is a model 500 Estate Series and a model 1350 Track Pro Series. Both units have earned plenty of attention with one customer commenting, "It looks very well built. It definitely has the highest lift and pull capacity in the industry." Attachments on hand include post hole augers, carry all levelers, rippers and buckets however, all other attachments are available upon request. J & R Tractors also offers customers the opportunity to demo RAMROD units before purchasing and have had a few local businesses interested in doing so. Demo units at the location include the Model WB1500TX and a Model 1350 Track. The J&R Sales Team have been promoting the line by holding a customer open house and marketing via their active Facebook page. The open house brought in roughly 100 customers despite some nasty weather. Attendees had the chance to view all of J & R Tractors' product lines and also enjoy a hot dog and drink. Keep up the good work guys!

Dealer Spotlight— A Winnipeg, Manitoba Dealer

Project Equipment, located in Winnipeg Manitoba, opened its doors for business November 1st, 2012. They became a dealer shortly soon after. RAMROD was one of the first product lines that Project Equipment wanted to add to their fleet. This Manitoba Dealer has attracted many commercial business and homeowners from across the province including a few Fencing and Landscaping companies that seem especially intrigued by the RAMROD units and the potential the equipment has within their operations. Currently, Project Equipment has four models at their location including a model 500, a model 575 Track and two 1350 Track units. A large inventory of assorted attachments are also available in-store. Manitoba Highways, who currently use RAMROD units to do road repairs, is looking to upgrade their existing equipment with the help of Project Equipment. Project Equipment is also an official dealer of Mustang, Yanmar, and Manitou products. Best of luck to the Project Equipment Crew!



Customer Spotlight—First Impressions of the RAMROD Model 915 Track Unit

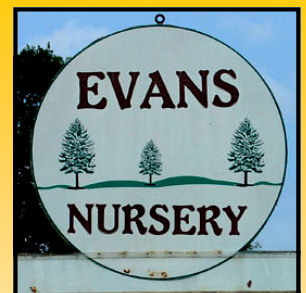


Joe Thibodeau from Gladys, Virginia received his RAMROD 915 Unit Spring 2013. After some internet research and speaking to a RAMROD salesman Joe narrowed it down to the RAMROD Model 915 based on its look, affordability and reliability of the machine. First impressions of the machine were that it looked and felt very *heavy duty*, more than he ever expected. Other features Joe found impressive were the *precision*, *power* and overall *look* of the machine. After Joe had logged several hours on his machine, the standard self-leveling is the feature he liked the most. Joe currently owns over 12 attachments including pallet forks, bucket, tooth bar, leveller, augers and more. With the multiple attachments available Joe has many projects in mind, such as hauling gravel and mulch, landscaping, carrying timber and railroad ties, clearing trees and brush, digging ditches, and grading and maintaining his driveway. When asked if he would recommend the RAMROD to others he replied "I would highly do so, just the ease of operation and low service makes it well worth it". Good Luck Joe!



Contractor Spotlight—Compact and Powerful

Evan's Nursery is located in Bartlesville, Oklahoma and has been in business for 59 years. They are a retail garden centre but also specialize in landscaping and landscaping construction, such as building walls, outdoor kitchens, concrete structures, and water features. They also employ a Landscape Architect to design anything a customer requires. They currently operate a RAMROD 950 and a 1350. The 950 has been in operation for over eight years and they added the 1350 two years ago to handle the increased work load. Both machines are used in their contracting work such as grading, loading trees, auguring holes to plant trees, carrying heavy items around the nursery, trenching, and drilling. Features that the Evan's Nursery team are impressed with include, the *compact* frame that provides easy transportation, *maneuverable* in tight areas such as backyards, incredible *lift capacity* and a *great assortment of quick-on quick-off attachments* to choose from. Pat Evans, an owner of Evan's Nursery, had this to add "My workers love it. There is less on the job injuries especially with the back. It makes the work a lot easier on the labourers. With the machine doing most of the heavy lifting labourers no longer have to wait for help, which creates less downtime and jobs get done a lot faster. Also since the operator is the labourer it saves 3 to 4 workers". Thank you Evan's Nursery for your continued support!



RAMROD Trade Show Review



The **2013 Canada's Western Farm Progress Show** was held in Regina, Saskatchewan from the 19th to the 21st of June. The CWFPS is Canada's largest dry land farm technology show that annually attracts 45,000 visitors from around the globe. This year LEON had on display a RAMROD 1350, RAMROD WB 1500TX, and assorted attachments at its booth.



The **2013 Ag Connect Expo & Summit** took place January 19th to the 31st in Kansas City, Missouri. "AG CONNECT Expo & Summit had nearly 400 exhibitors and more than 220,000 net square feet of exhibit space, with more than 50 countries represented. The LEON RAMROD booth brought along a RAMROD 1350 track unit, RAMROD 575 unit, asphalt mover, leveller and an auger package for display. They also featured the **RAMROD Remote Control**, a wireless control panel used to remotely direct specially designed units.



Featured Attachment—Large Capacity Dumper Bucket

The RAMROD Large Capacity Dumper Bucket offers maximum material capacity and maneuverability. With the incredible 42 cubic foot capacity this attachment is designed for carrying and transporting thousands of different materials. Dirt, fertilizer, mulch, sand, snow, gravel you name it, this bucket is made to carry it! With an impressive 30 degree dump angle and dual castor wheels with walking axle drive system loading and unloading is effortless. The reinforced leading edge, robust uni-body construction and 42" high walls make it ideal for Construction Sites, Roofing, Farmyards, Dairies, Orchards, Acreages, Residential and Commercial Building Projects. This attachment is a perfect compliment for all RAMROD PRO Series wheeled and track models. Inquiry today for more details!



Upcoming Trade Shows



August 27-29
Decatur, Illinois



September 10-12
Grand Island, Nebraska



September 10-12
West Fargo, North Dakota



October 15-17
Moultrie, Georgia



October 24-25
Louisville, Kentucky



November 12-16
Hanover, Germany



March 4-8, 2014
Las Vegas, Nevada



Your New Best Friend

RAMROD Estate Series wheel and track units are perfect for any backyard or acreage projects you may have in mind. Jobs are made effortless with the RAMROD's amazing lift and carrying capacity, compact size and countless quick-on quick-off attachments. If you are planning on doing some landscaping this summer then the RAMROD 500 wheeled Model or 575 track Model is the tool that you need. Digging, carrying, trenching, laying sod, leveling driveways, planting trees, or general yard cleanup, RAMROD is the right choice. Getting through gates and doors or maneuvering in tight areas is no longer an issue with the RAMROD's compact structure and narrow (31 inch to 40 inch) track/wheel base. For jobs big or small around your property, rely on the RAMROD Estate Series to get the work done.

Need Financing?

Wells Fargo (USA) and National Leasing (Canada) can help! Visit www.ramrodequip.com to download an application. Click on the Customer Support menu tab and select Financing and Leasing. Low interest, Flexible terms are available.



www.ramrodequip.com
Toll Free - 1-800-667-1581
135 York Road East - PO Box 5002
Yorkton, SK - S3N 3Z4 - Canada