

PRESS RELEASE
For immediate release

ReachMaster, Inc. and Ruthmann GmbH enter the truck-mounted market in North America with new non-CDL 108ft unit

RUTHMANN GmbH and ReachMaster, Inc. launches the RUTHMANN Eagle T-108 A at the upcoming ConExpo as the result of a new cooperation.

Following more than a year of preparation, German manufacturer Ruthmann GmbH and Texas based ReachMaster, Inc. is launching a new truck-mounted lift as the result of a new cooperation between the two companies. The RUTHMANN Eagle T-108 A is aimed at the 100+ ft. market for professionals and can be driven with a standard American driver's license as the unit is below the CDL requirements with a total weight of only 24,900 lbs.

The new unit offers a vertical work height of 108 ft. and 69 horizontal reach with a 700 lbs. basket capacity. The lift system – which is taken from Ruthmann's well-known and award winning "Steiger" line-up - is a 108ft straight telescopic boom with a jib arm. The multi-beveled boom provides incredible strength and stability, combined with Ruthmann's highly applauded RUTHMANN Cockpit. An innovative operational control system with strong emphasis on intuitive operation and an informative full-color display panel, guiding the operator through every step of safe operation.

The lift system is shipped complete from Germany to ReachMaster, Inc in Texas, where it is mounted on the well-proven Ford F650 chassis, powered by a 6.7-liter Power Stroke Diesel mated to a 6-speed automatic transmission.

This unit is the first in a series of sub-CDL units planned for the market under the Eagle name. As is common practice for ReachMaster, Inc. as an

exclusive specialty lift distributor, the products are market und their own brand name rather than a ReachMaster designation.

While the RUTHMANN Eagle is a new product and venture, it is backed by Ruthmann GmbH's extensive history and experience as one of Europe's premier manufacturers for truck-mounted aerials.

Rolf Kulawik, Managing Director of Ruthmann GmbH:" We have been active on the US market for some years through our cooperation with Time Mfg. (Waco TX) on our taller units 125 ft. and above and that remains in place with no changes. However, it has also allowed us exposure to the market segment for smaller units that could be driven without CDL, reflecting opportunities similar to those we have seen in Europe, where the use of smaller truck- mounted lift has made a huge difference for professionals and the rental industry."

Time Mfg. opted to focus on the taller units, prompting Ruthmann GmbH to look for another partnership for the smaller models, and ReachMaster, Inc. was selected for that role.

Kulawik:" We have known ReachMaster, Inc. for several years, and even before we acquired Bluelift SpA (now Ruthmann Italia) which is also distributed in North America by ReachMaster, Inc. In addition, Time Mfg. and ReachMaster, Inc. have also known each other well for years, and both being Texan companies they speak the same language!"

Ebbe Christensen, President of ReachMaster, Inc.: "We are very excited about this opportunity to join forces with a manufacturer of Ruthmann's caliber and magnitude. In the past, we have taken on the role of pioneering new product categories, in particular from Europe, and this falls well within our focus on niche products. As often is the case, habit is the strongest obstacle to innovation, but we believe that once the market sees the benefits of a mobile unit of this size and quality that can be operated with a standard driver's license, it will spark interest in the segment"

Just shy of 33 ft. long, the unit is more compact than other 100+ ft. truck mounted lifts, and easier to operate. In addition to the obvious advantage of eliminating the need for CDL, the operational cost is also lower as their will

be no DOT administration and insurance will be less as it from a liability point of view is rated as a big pick-up truck.

Christensen: "We see opportunities for the unit in several market segments, from cell phone tower maintenance over wind power (wing tip repairs), to more traditional applications like window cleaning, building maintenance and tree care. And of course, the rental industry should take special interest in this concept as it can lower logistic costs dramatically and represent a new revenue source. Opposite a boom lift, the truck - as a mobile unit - can drive to and from sites under its own steam, and you eliminate costly and time consuming deliveries, both to the benefit of the rental companies and their customers".

The unit will be launched at Conex at booth # G 2794 in the Gold lot.

For more information, please contact:



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***For immediate release
February 22, 2017***

Encl.: Picture of unit