



ASSOCIATION OF
EQUIPMENT MANUFACTURERS

MEDIA ADVISORY
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STALLED EQUIPMENT WORKERS RALLY TO 'START UP' HIGHWAY JOBS

Caravan of Heavy Construction Equipment at Soldier Field Urges Federal Government to Stop Job Loss

WHAT: The construction equipment industry will hold a rally of construction equipment industry workers and other allies at Soldier Field in Chicago as part of *Start Us Up USA!* This national grassroots campaign calls on the federal government to swiftly reauthorize federal road, bridge, transit and rail programs to spur a jobs recovery now. A caravan of idle heavy construction equipment around the Soldier Field campus will follow the rally.

WHY: Scarcity of new federal funding for transportation improvements is contributing to a deep depression and significant job loss in the construction equipment industry. Representatives from the construction and equipment industry, along with local business and labor leaders, are calling on the federal government to move now to reauthorize federal transportation funding that expired on September 30th. Companies all over the nation, like greater Chicago's West Side Tractor Sales Co., a mainstay in the Chicagoland community since 1962, have never experienced times as difficult as these. Industry-wide sales are down by 50 percent and equipment companies have laid off more than one-third of their workers since the start of the recession.

In September, IHS Global Insight released new data highlighting the economic impact of the construction equipment depression in Illinois. The state is among the top 10 states hardest hit by the construction equipment industry downturn, translating to a loss of nearly \$9.5 billion and 33,000 jobs lost. This data reveals how economically critical infrastructure projects are, including the expansion of the Eisenhower Expressway and the numerous improvements that are part of the Chicago Region Environmental and Transportation Efficiency (CREATE) program. According to CREATE, if infrastructure issues and rail capacity are not addressed, the Chicago region is at risk to lose another 17,000 jobs and \$2 billion in annual economic production within two decades.

SPEAKERS:

- Toby Mack, President and CEO, Associated Equipment Distributors (AED)
- Dennis Slater, President, Association of Equipment Manufacturers (AEM)
- Diane Benck, Vice President General Operations, West Side Tractor Sales Co.
- Jerry Roper, President and CEO of the Chicagoland Chamber of Commerce

- Other local business leaders and labor representatives who understand the importance of transportation/highway investments

WHEN: Tuesday, October 20, 2009, 10 a.m. with a formal presentation

WHERE: Soldier Field, 1410 Museum Campus Dr., South Parking Lot — south of E. 18th Drive, between Lake Shore Drive and Fort Dearborn Drive.

DETAILS: Following formal remarks, a caravan of idle heavy construction equipment will “start up” its engines and parade the area to urge the federal government to stop job loss by supporting long term transportation and highway legislation.

RSVP: Please RSVP to Karah Street at kstreet@stratacomm.net or 248.824.8224 by Monday, October 19.

VISUALS:

- Caravan of idle construction equipment
- Dozens of local construction workers rallying to protect their jobs
- Display of several pieces of construction equipment that remain idle due to the construction downturn

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The Association of Equipment Manufacturers (www.aem.org) is the U.S.-based international trade association for the off-road equipment manufacturing industry serving the construction, agriculture, forestry, mining and utility markets. AEM is headquartered in Milwaukee, Wisconsin, with offices in Washington, D.C., Ottawa, Beijing and a European presence in Brussels. AEM represents more than 800 companies.

Associated Equipment Distributors (www.aednet.org) is an international trade association representing companies involved in the distribution, rental and support of equipment used in construction, mining, forestry, power generation, agriculture and industrial applications.