

March 26, 2015

For Immediate Release:

Alta Equipment Company receives the 2014 Volvo CE Mark of Excellence

Alta Equipment Company® (Alta) is proud to announce that it has received the Volvo Construction Equipment 2014 Mark of Excellence Award. This award is given to recognize top performing Volvo CE dealers, and is based on the dealer's ability to build the commercial infrastructure to achieve sales, operational and market share results for the 2014 Fiscal Year.

"This is the first time Alta has received this award. I am especially proud because we were the only large market dealer win the award in 2014." says Ryan Greenawalt, Executive Vice President of Alta. "This is quite an achieve for our Construction Group and is reflective of the effort and commitment of our Team."

Headquartered in Wixom, MI, Alta is one of the largest industrial and heavy equipment dealers in the Midwest, employing over 600 people at 18 facilities spread across Michigan, Indiana, and Illinois. Alta's Industrial Equipment Division has an extensive product line-up including Yale® and Hyster® lift trucks, Manitou®, and Combillift®, in addition to a extensive line of warehouse products and solutions. Alta's Construction Equipment Division represents Volvo Construction Equipment®, Link-Belt® cranes, Sennebogen® material handlers, Genesis® shears, and Gomaco® concrete paving products.

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