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October 1, 2026

Re: Our Continued Commitment to You and Our Core Brands

Dear Dealer Partners,

I want to take a moment to personally reaffirm what we've been discussing: our focus at Alamo Group Ag Americas is squarely on our core cutting products across Bush Hog and RhinoAg. These products are the backbone of our business, and we are channeling our energy into improving output, sharpening quality, and strengthening the reliability you count on.

We recognize that transitions can create uncertainty. That's why I want you to hear directly from me—our recent moves this week are not signs of distraction, but proof of our commitment. We are focusing on what built these brands and what continues to make them strong.

Although we're losing a good brand, this step allows us to concentrate fully on the core agriculture business of Alamo Group Ag Americas and deliver even better results for you.

Thank you for your continued business and support. I'd love to host you for a visit -- come see the exciting work happening behind the scenes and the improvements already taking shape. We think you'll be encouraged by what's ahead.

Sincerely,


James W. Grooms II
President, Alamo Group Ag Americas