



April, 1993

Mr. Monroe Miller, Editor
The Grass Roots
P.O. Box 5129
Madison, WI 53705

Dear Monroe:

I am writing in response to some of the questions you raised in the March/April issue of *The Grass Roots* regarding the changes taking place at Ransomes America Corporation.

We recognize our corporate realignment may have caused a degree of confusion in the marketplace. Without question, change is often a challenging process. However, throughout this process our goal has been to provide our customers with the highest quality products and services in the industry. Please allow me to explain some of the changes that have taken place.

As you well know, Cushman/Ryan and Ransomes operated as separate companies for many years. In 1991, Ransomes plc purchased Cushman/Ryan and merged them together with Ransomes to form Ransomes America Corporation. Again, the goal of this merger was to offer our customers a more comprehensive product line and increased service support.

Throughout this transition, it has been vitally important to us to be driven by our customer's needs. In the process of consolidating the three brands (Cushman, Ryan and Ransomes), we talked to more than 500 golf course superintendents from around the country. These superintendents told us how to best position the Cushman, Ransomes and Ryan branded products under the Ransomes America Corporation umbrella.

Our new corporate logo, shown at the top of this page, was unveiled to superintendents and dealers at the 1993 GCSAA Show in Anaheim. As you can see, it features three converging "roads" which represent the three primary brands of Ransomes America Corporation. Cushman, Ransomes and Ryan are brands, while Ransomes America Corporation is the company.


Along with the new corporate logo, we are now in the process of introducing a new corporate identity and color scheme to represent the full line of Ransomes America Corporation products. By 1994, all Cushman, Ransomes and Ryan products will carry a solid dark green body accented with red and white stripes. You may have seen equipment with the new colors in Anaheim.

Some questions have also arisen regarding the consolidation of our distribution network. The goal of restructuring our dealer network is to give our customers the ability to purchase the full line of Ransomes America Corporation products (Cushman, Ransomes, Ryan) through a single dealer.

Our new positioning, "driven to be the best," is more than words alone. It means we are actively drawing upon the strengths of the Cushman, Ransomes and Ryan brands to provide the highest quality products and to become the easiest company to do business with.

Monroe, thank you for the opportunity to explain the changes at Ransomes America Corporation. If you have any questions, or would like to talk further about Ransomes America Corporation, I hope you will call me personally. Thanks again for your time.

Sincerely,


Doug McCormick
Vice President of Sales and Marketing

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