

2021

YEAR IN REVIEW



V O L V O





2021

BRANDS

VOLVO CE

BOBCAT EQUIPMENT

AVANT TECNO USA

ASV

GRADALL

CARLSON

SDLG

DOOSAN PORTABLE POWER

NPK

KAGE

DIAMOND MOWERS

ECONOLINE TRAILERS

FELLING TRAILERS

INGERSOL RAND

GENESIS

BRUNNER & LAY

ADDRESSES

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717-859-3132

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570-768-1070

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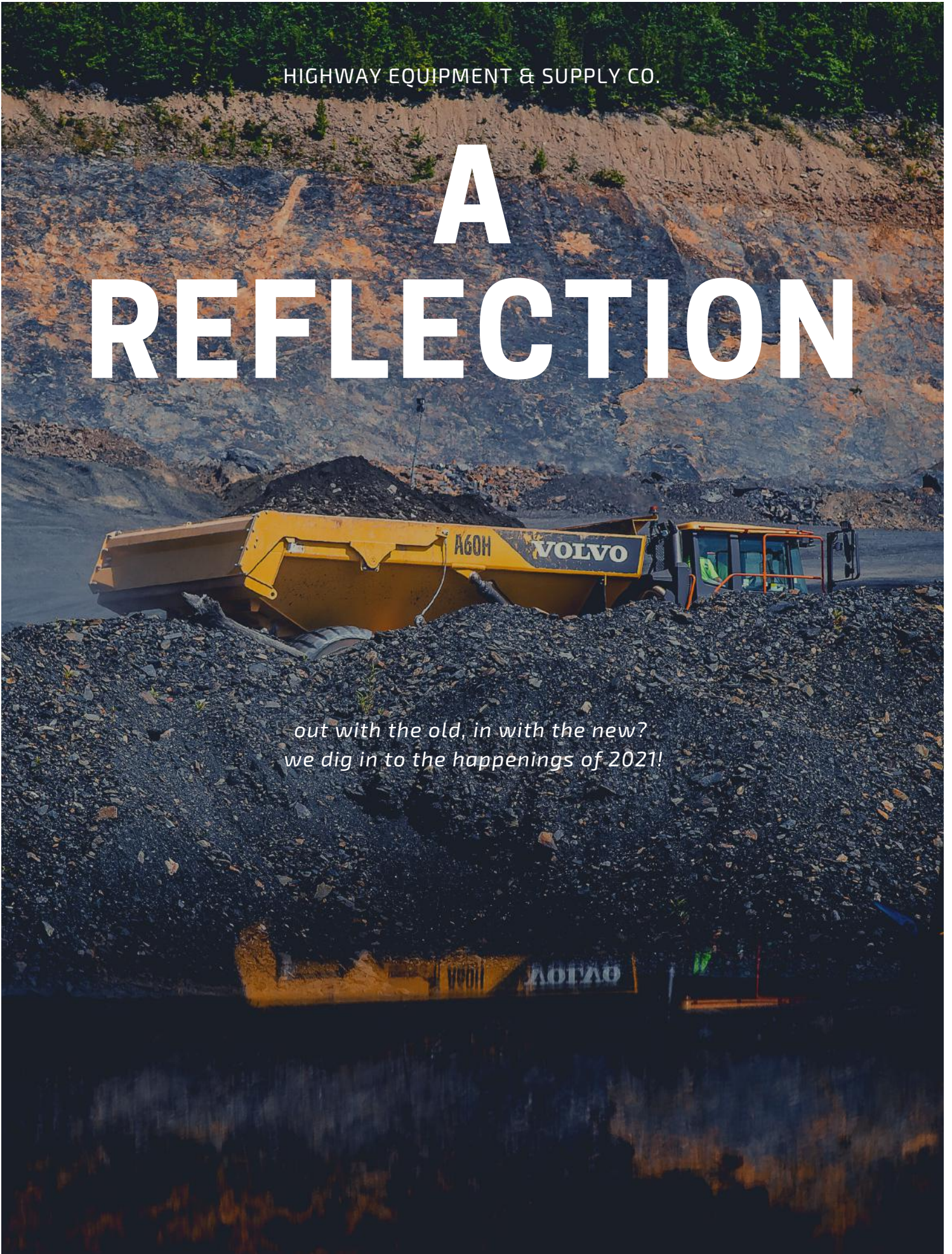
EMPLOYEE NEWS

New hires, retirements &
changes in the Highway Family.

HIGHWAY EQUIPMENT & SUPPLY CO.

A REFLECTION

*out with the old, in with the new?
we dig in to the happenings of 2021!*





AWARDS & TESTIMONIALS

January 2021 - For the 2nd year in a row, our own, Adam Drumheller, places second in the Volvo CE Virtual Walkaround Competition for 2020. Walkaround featured the newest highway class asphalt roller, the DD128C.

June 2021 - Received the 2020 President's Award for #1 in Volvo Service



TESTIMONIAL

★★★★★

I have bought many pieces of equipment from Highway Equipment and have been very pleased, but the one thing that keeps me coming back above all else is the service I get from my salesman. He has taken care of any issue I have ever had and gone above and beyond to minimize any downtime.

~anonymous

WHAT OUR CLIENTS SAY

★★★★★

DEAR MR FLOOD,
 JUST A SHORT NOTE TO THANK YOU FOR THE EXPERT SERVICE PROVIDED BY HIGHWAY EQUIPMENT ON THE RENTAL OF A VOLVO ECR100D MINI EXCAVATOR AND WER HAMMER. THE DELIVERY WAS PROMPT, THE DRIVER WAS POLITE & EFFICIENT AND VERY INFORMATIVE IN EXPLAINING THE OPERATION OF THE EXCAVATOR. IN ADDITION, THE EQUIPMENT PERFORMED FLAWLESSLY AND MADE SHORT WORK OF THE PROJECT INSTALLATION OF 5 GEO-THERMAL WELLS. YOUR ASSISTANCE HELPED IN KEEPING THE PROJECT ON TIME AND WITHIN BUDGET. AGAIN, THANK YOU KEEP UP THE EXCELLENT SERVICE WHICH HAS BEEN THE HALLMARK FOR OVER A HALF CENTURY!

Peter C.




Demos

2021 WAS A REMARKABLE YEAR FOR EQUIPMENT DEMOS

Highway was afforded the opportunity to let customers get up close and personal with some of the latest designs in equipment this year.

In addition to regular equipment demos for customers to become familiar with various machines in order to make the best purchasing decision, this year brought out the R100E Rigid Haul Truck from Volvo CE, the ECR25 Electric Excavator from Volvo CE, and several machines from the Max Series line of ASV Compact Track Loaders.

*"Thank you for the
expert service"*



R100E Demo

The Latest & Largest from Volvo CE

Late summer brought with it the chance to learn about the new addition to the Volvo Haul Truck line up.

Highway employees and customers were able to experience how smooth the ride is in this heavy duty hauler during this exclusive event. It was one of the first demos of the R100 in the US!



The R100 boasts fuel efficiency in all mining and quarrying applications, features a ROPS/FOPS-certified cab, proven safety systems and straightforward service access.

For over 180 years Volvo has been a pioneer in the design and manufacturing of machines which set the standard for efficiency, performance and uptime.

ASV Demo Day



Brownstown Branch

In April 2021, students of the Associated Builders and Contractors, who were working on their "Heavy Equipment and Operations Level III" Course, were able to gain hands-on experience with

Highway's line of ASV Compact Track Loaders. Models at this demo included the VT-70 High Output, the RT-75, and the RT-120.

Highway Territory Sales Manager, Joel Taylor helped host the event and answer questions about the equipment.



EXCLUSIVE

CUSTOMER APPRECIATION EVENT

White Tail Preserve in Bloomsburg, PA

October 2021 offered the perfect fall day for the Highway Customer Appreciation Event at White Tail Preserve.

This well attended event gave participants an opportunity to operate and obtain information about various equipment available through Highway.

The ECR25 Electric Excavator from Volvo CE was featured and garnered attention for its comfortable cab and quiet operation.



EVENTS



From equipment start ups to trainings, special demos to state fairs, we were glad to be able to participate and offer special events to our customers again!

This year we partnered with Volvo CE to offer a few Food Truck Lunch & Learn events that were a hit!



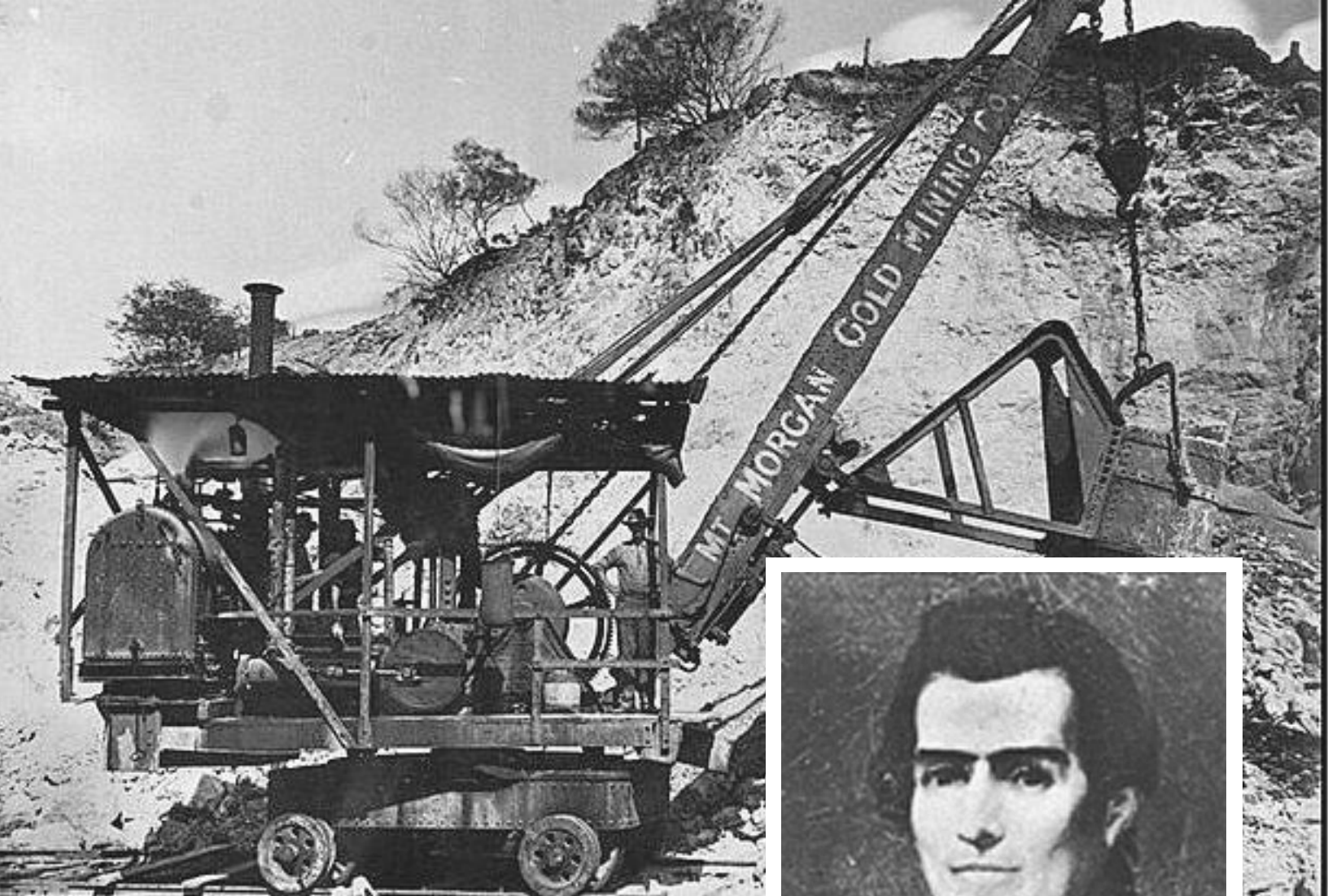
VOLVO
Equipment

**KEEPING
BUSINESSES
RUNNING
EFFICIENTLY**

HIGHWAY
EQUIPMENT & SUPPLY CO.



**& MAXIMIZING
PRODUCTIVITY.**

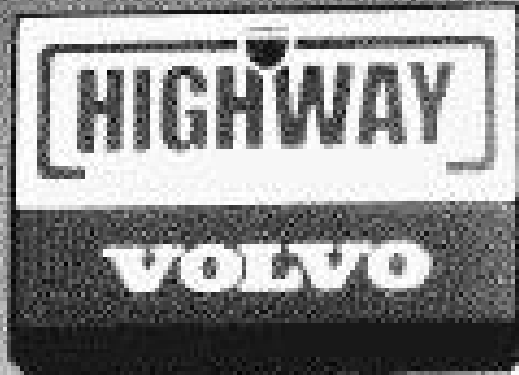
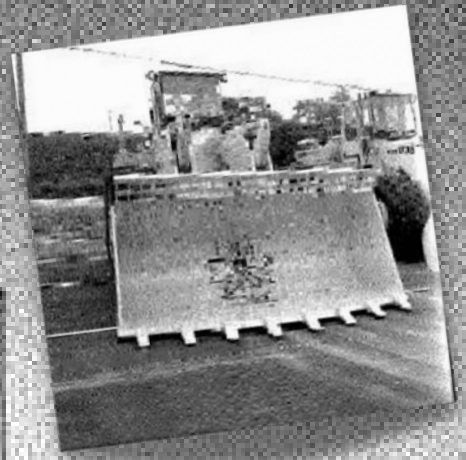


HISTORY FEATURES

Blog Posts: The More You Know

This year we decided to take things back since we were reflecting on company history. We took a deep dive into some history of the industry we serve adding blog posts like, [In the Beginning: The Excavator](#); and [Gradall: Where It All Began](#)

As always, our blog also featured tips for project management, financing, productivity, safety & more!



CELEBRATING 70

2021 marked Highway Equipment & Supply Co.'s 70th year in business! We took a walk down memory lane to unearth some pictures and stories from years past. Over the course of 70 years many changes took place, but the most important things still remain the same. Highway continues to be a reliable resource with a team of friendly, educated professionals who care about their customers.

70...

Two Families

It was 1951 when Highway Equipment & Supply Co. incorporated and began establishing a growing presence in Harrisburg, PA under the oversight of the Liptak & Flood families, who still own and operate the company to this day.

A Bit of History

Highway began with selling small equipment like water pumps & air tools, but continued growth and industry changes created the opportunity to represent more manufacturers, to add parts & service departments, as well as on the road salesmen.

Over time, industry demands would mean expansion, so branches were added- first in Drums, then, many years later, in Brownstown & in Lock Haven. Clark Michigan would go on to become part of the VME Group, with it creating Highway's first dealings with a foreign company. The evolution of business with Volvo CE proved to be for the better and product lines have been expanded and added ever since.



IN THE NEWS



MANUFACTURER HAPPENINGS

- Volvo CE Announces Expansion of US Headquarters in Shippensburg, PA.

- Volvo CE Launches the EC380 Straight Boom

- Bobcat Company introduces new R2-Series E88 Compact Excavator.

- Avant announces discontinuation of R Series production starting 1/1/22.

2021

HIGHWAY EQUIPMENT & SUPPLY CO.

EMPLOYEE NEWS



Judy Racho, Drums Branch - Credit Manager

Judy retired after working with Highway for 40 years! Hired as the receptionist in 1981, Judy progressed into her role as Bill Flood's secretary and continued on adding collections and financing to her position. Judy is missed around the office, but we all wish her well in her hard earned retirement.

Corina Beale, Harrisburg Branch - HR

Corina joined the team in the fall lending her expertise to all human resources functions. Corina has been a great addition and makes herself easily accessible to employees that have questions or concerns.

